

WebMaster ToolKit



A review of various tools and web sites discussed during our classes that might be of use to webmasters in their efforts to optimize their sites.



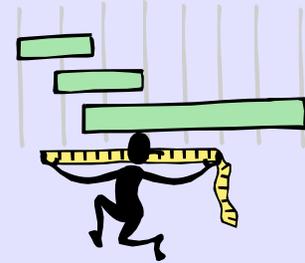


Concept of the Review

- Intended to make you aware of the range of tools available.
- Not intended as an endorsement of any particular tool.
- Availability varies as providers alter requirements and drop support.
- Some tools may require registration or fees.



Content of the Review



- **Description of tool type.**
- **Listing of tools available that meet general description.**
- **Discussion of characteristics of various tools.**
 - Not necessarily a complete review.
 - Intended to introduce the user to the tool.
- **Discussion of what you might use the tool for.**
- **Links to the tool location.**



Types of Tools Available

- **General site checkers.**
- **Keyword research.**
- **Image processing.**
- **Site analysis:**
 - Keyword density
 - Keyword ranking
 - Search engine placement
 - Spider replication



Types of Tools Available (2)

- Press Releases
- Newsletter software
- Blog tools
- Managing Links
- Web Statistics
- SEO References
- Special Purpose Software
 - Free Agent
 - Newsreaders
- More tools can be found at
 - http://www.small-business-consultants.net/Downloads/web_marketing/linksfile.xls





Review Your Site

- **Netmechanic is a good single source for many useful tools.**
 - Can be used for free.
 - Additional capacity available for purchase.
 - http://www.netmechanic.com/webmaster_products.htm
- **HTML Toolbox has several features**
 - Load time analysis
 - Coding errors
 - Image adjustment
 - Link checker
 - Browser compatibility
 - Spell check





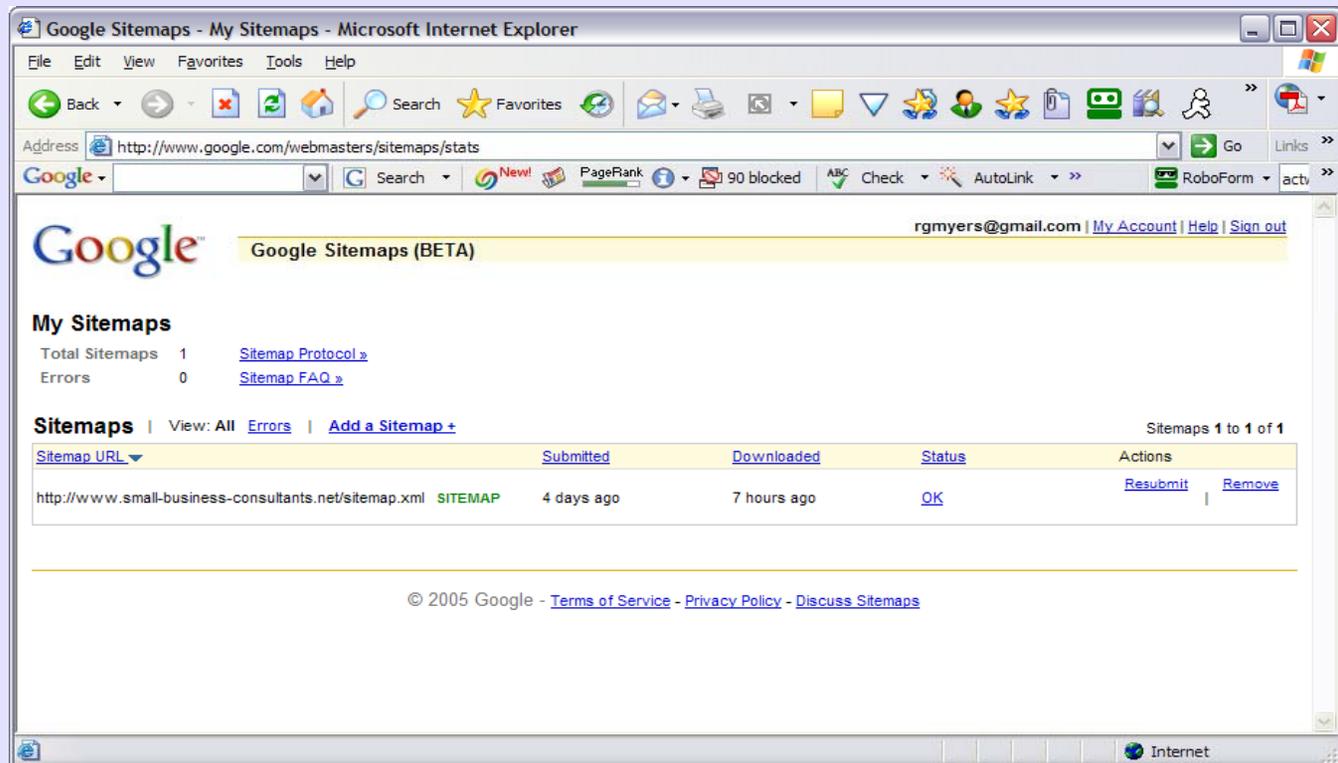
3 Good Applications

- **Optispider**
 - Create a quick overview of a site and its internal construction.
- **Axandra**
 - Good overview of a site from many perspectives.
- **Web Position Gold**
 - Useful for checking ranking on terms and ranking of selected competitors.



Google Site Map

- Sitemap page for a site
- Note the URL showing where the map is posted
- Requires Google account (free)



Google Sitemaps - My Sitemaps - Microsoft Internet Explorer

Address: <http://www.google.com/webmasters/sitemaps/stats>

Google Sitemaps (BETA)

My Sitemaps

Total Sitemaps 1 [Sitemap Protocol >](#)
Errors 0 [Sitemap FAQ >](#)

Sitemaps | View: All [Errors](#) | [Add a Sitemap +](#) Sitemaps 1 to 1 of 1

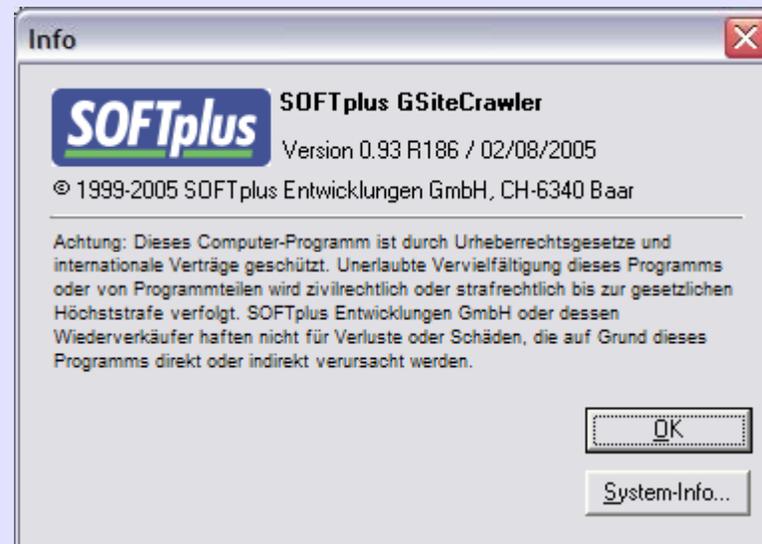
Sitemap URL	Submitted	Downloaded	Status	Actions
http://www.small-business-consultants.net/sitemap.xml	SITEMAP 4 days ago	7 hours ago	OK	Resubmit Remove

© 2005 Google - [Terms of Service](#) - [Privacy Policy](#) - [Discuss Sitemaps](#)



Where do you get the sitemap?

- Download the software from this site (free)
- Install it on your computer and run it from there

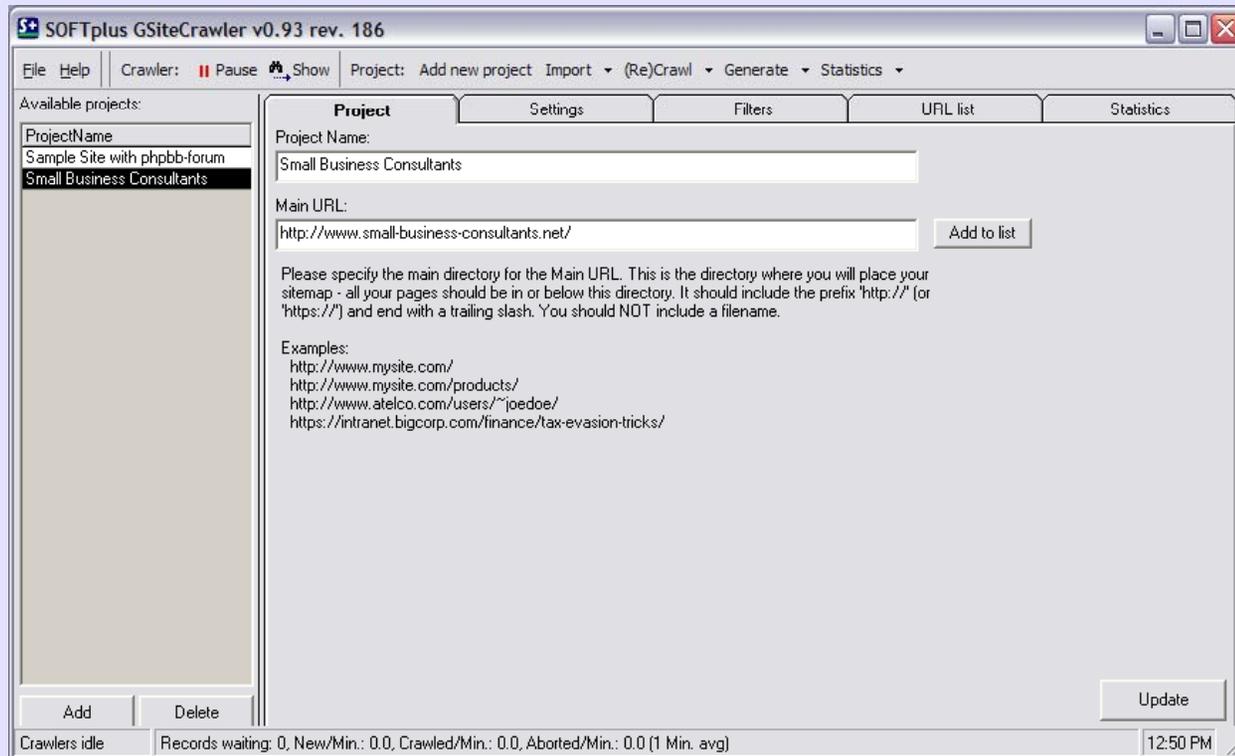


<http://johannesmueller.com/gs/>



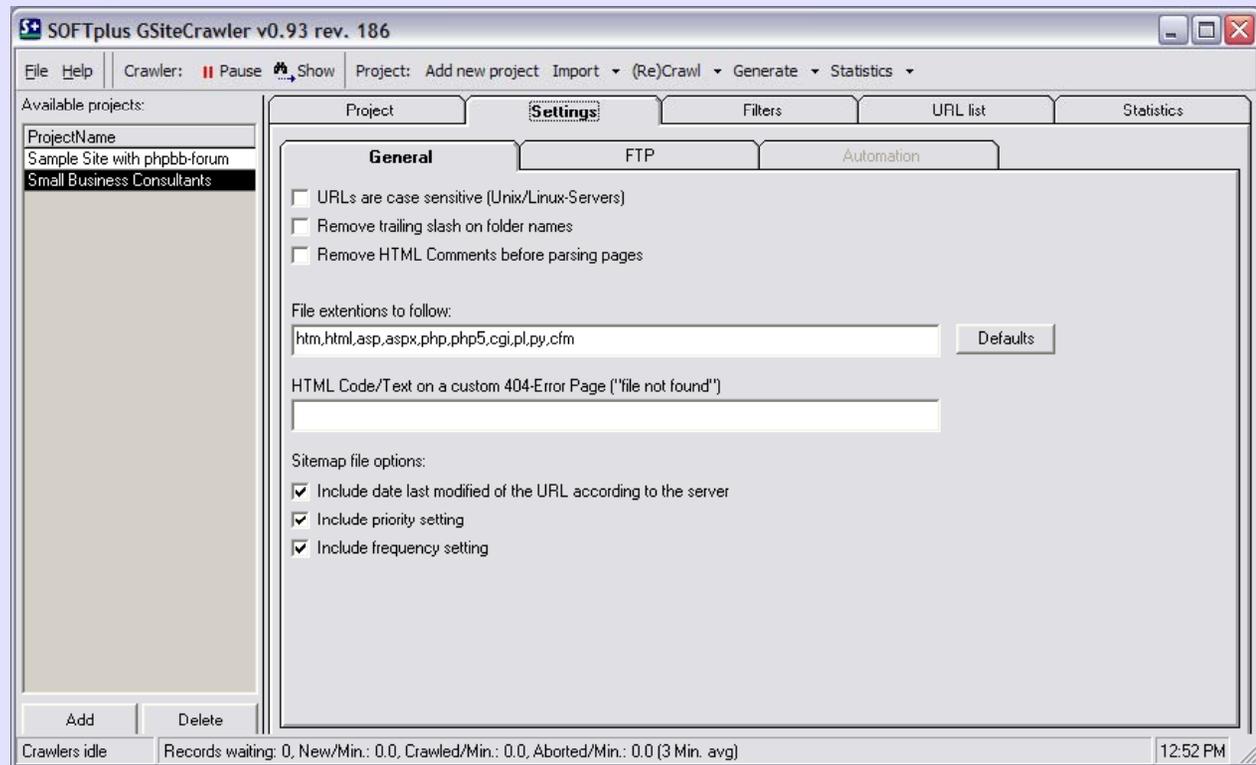
How to create a map file

- Screens show a completed operation for a particular site



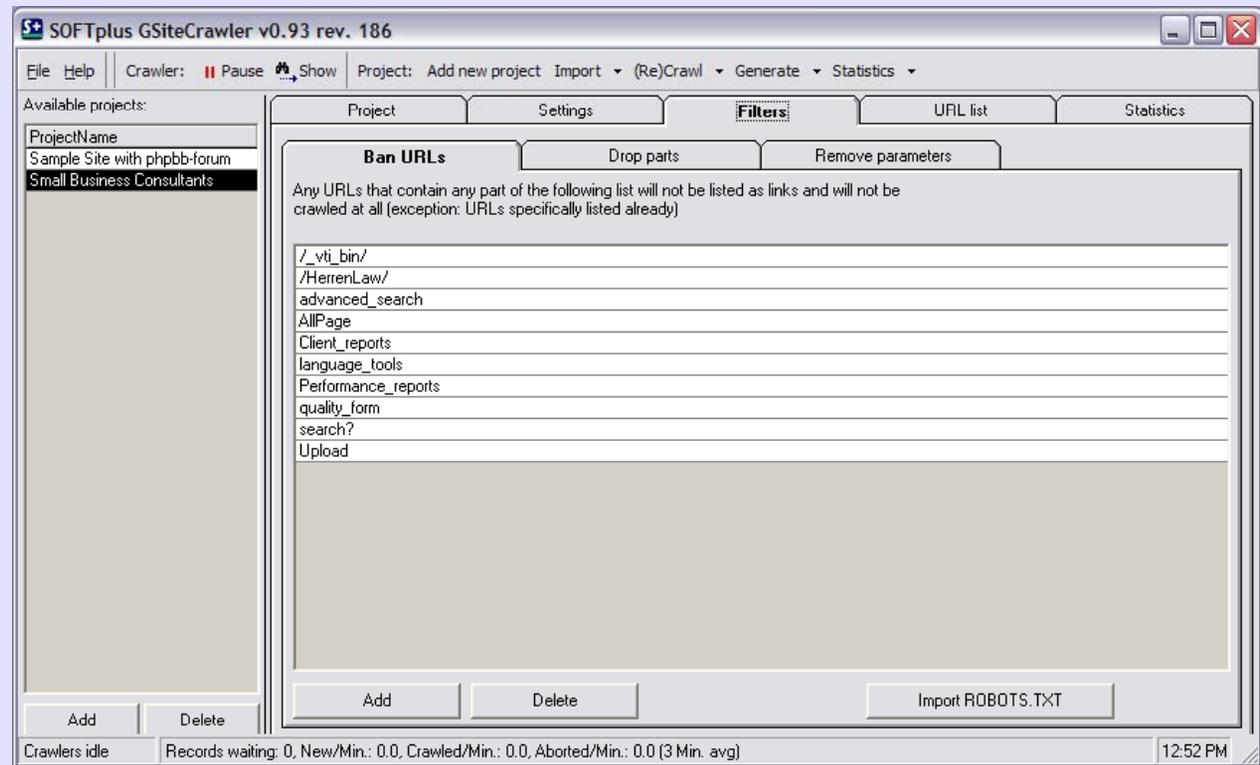
Running the software

- Parameters show what kinds of files to include in scan



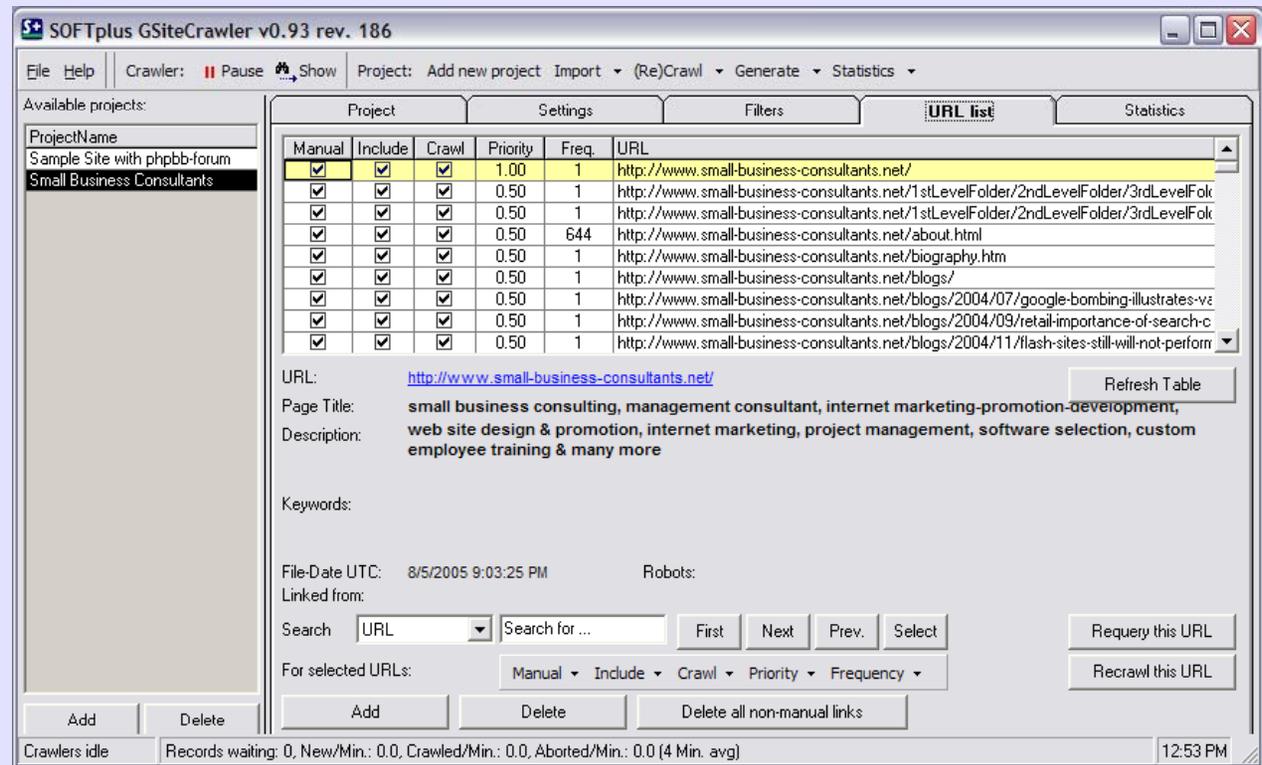
Running the software

- Some directories or other files may be excluded for various reasons



Running the software

- After the process has run and scanned the site, you see the files included



SOFTplus GSiteCrawler v0.93 rev. 186

File Help | Crawler: ■ Pause Show | Project: Add new project Import (Re)Crawl Generate Statistics

Available projects:

ProjectName
Sample Site with phpbb-forum
Small Business Consultants

Manual	Include	Crawl	Priority	Freq.	URL
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1.00	1	http://www.small-business-consultants.net/
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	0.50	1	http://www.small-business-consultants.net/1stLevelFolder/2ndLevelFolder/3rdLevelFok
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	0.50	1	http://www.small-business-consultants.net/1stLevelFolder/2ndLevelFolder/3rdLevelFok
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	0.50	644	http://www.small-business-consultants.net/about.html
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	0.50	1	http://www.small-business-consultants.net/biography.htm
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	0.50	1	http://www.small-business-consultants.net/blogs/
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	0.50	1	http://www.small-business-consultants.net/blogs/2004/07/google-bombing-illustrates-vs
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	0.50	1	http://www.small-business-consultants.net/blogs/2004/09/retail-importance-of-search-c
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	0.50	1	http://www.small-business-consultants.net/blogs/2004/11/flash-sites-still-will-not-perform

URL: <http://www.small-business-consultants.net/> Refresh Table

Page Title: **small business consulting, management consultant, internet marketing-promotion-development,**

Description: **web site design & promotion, internet marketing, project management, software selection, custom employee training & many more**

Keywords:

File-Date UTC: 8/5/2005 9:03:25 PM Robots:

Linked from:

Search Search for ... First Next Prev. Select Request this URL

For selected URLs: Manual Include Crawl Priority Frequency Recrawl this URL

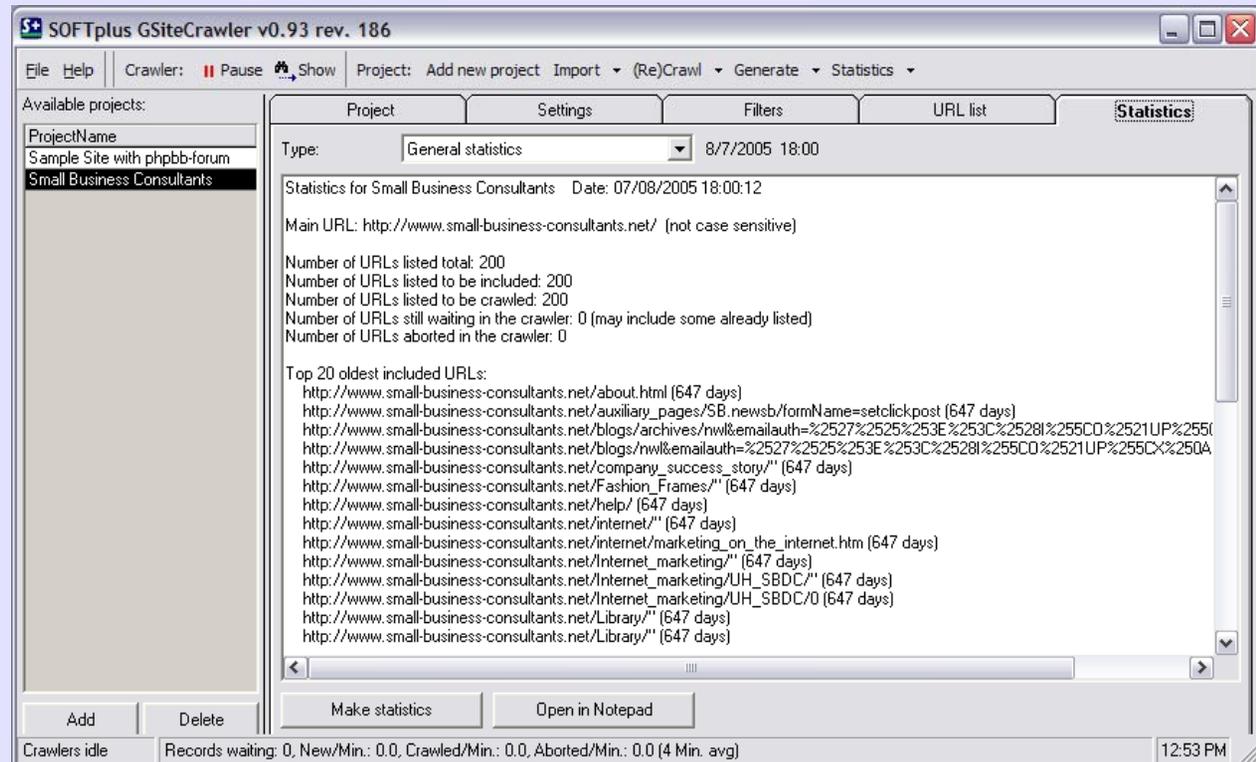
Add Delete Delete all non-manual links

Crawlers idle Records waiting: 0, New/Min.: 0.0, Crawled/Min.: 0.0, Aborted/Min.: 0.0 (4 Min. avg) 12:53 PM



Running the software

- **Statistical summary of the operation for your records**



SOFTplus GSiteCrawler v0.93 rev. 186

File Help | Crawler: Pause Show | Project: Add new project Import (Re)Crawl Generate Statistics

Available projects:

ProjectName
Sample Site with phpbb-forum
Small Business Consultants

Project: **Small Business Consultants** Settings: **General statistics** Filters: **8/7/2005 18:00** URL list: **Statistics**

Type: **General statistics** 8/7/2005 18:00

Statistics for Small Business Consultants Date: 07/08/2005 18:00:12

Main URL: <http://www.small-business-consultants.net/> (not case sensitive)

Number of URLs listed total: 200
 Number of URLs listed to be included: 200
 Number of URLs listed to be crawled: 200
 Number of URLs still waiting in the crawler: 0 (may include some already listed)
 Number of URLs aborted in the crawler: 0

Top 20 oldest included URLs:

- <http://www.small-business-consultants.net/about.html> (647 days)
- http://www.small-business-consultants.net/auxiliary_pages/SB_news/formName=setclickpost (647 days)
- <http://www.small-business-consultants.net/blogs/archives/nwl&emailauth=%2527%2525%253E%253C%2528%255C%2521UP%2550> (647 days)
- <http://www.small-business-consultants.net/blogs/nwl&emailauth=%2527%2525%253E%253C%2528%255C%2521UP%255C%250A> (647 days)
- http://www.small-business-consultants.net/company_success_story/ (647 days)
- http://www.small-business-consultants.net/Fashion_Frames/ (647 days)
- <http://www.small-business-consultants.net/help/> (647 days)
- <http://www.small-business-consultants.net/internet/> (647 days)
- http://www.small-business-consultants.net/internet/marketing_on_the_internet.htm (647 days)
- http://www.small-business-consultants.net/Internet_marketing/ (647 days)
- http://www.small-business-consultants.net/Internet_marketing/JH_SBDC/ (647 days)
- http://www.small-business-consultants.net/Internet_marketing/JH_SBDC/0 (647 days)
- <http://www.small-business-consultants.net/Library/> (647 days)
- <http://www.small-business-consultants.net/Library/> (647 days)

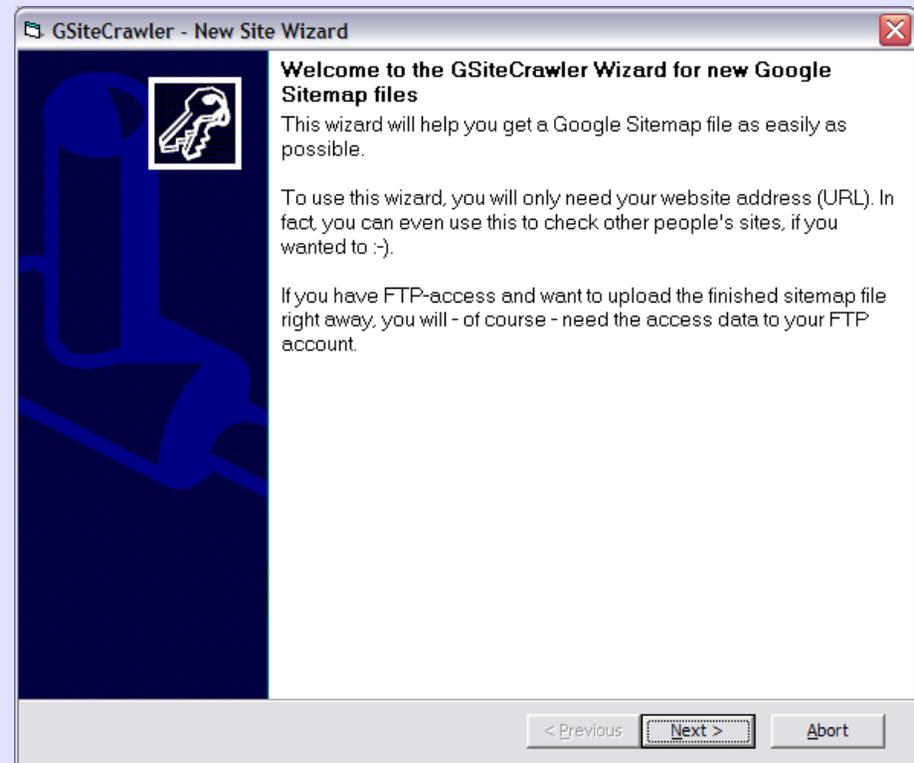
Buttons: Add Delete Make statistics Open in Notepad

Crawlers idle | Records waiting: 0, New/Min.: 0.0, Crawled/Min.: 0.0, Aborted/Min.: 0.0 (4 Min. avg) | 12:53 PM



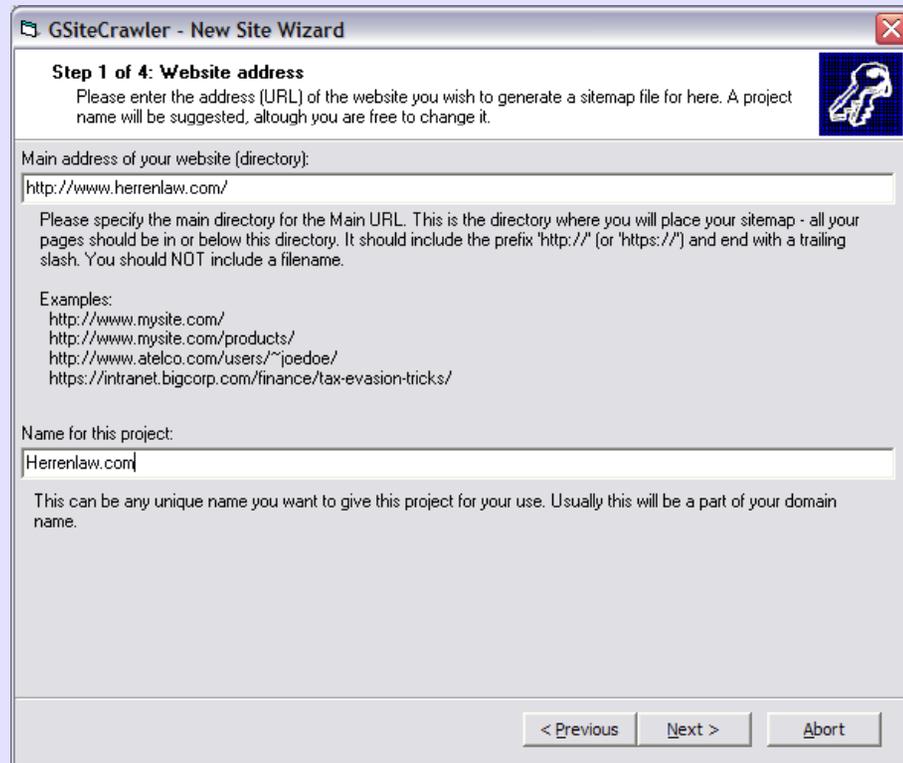
Setting up a new site

- **Selecting “Add new project” from the menu will start the Wizard to step you through the process.**



Setting up a new site

- Capture the URL from a “live” screen to avoid typing mistakes
- If necessary, edit it to remove the page name (e.g., “index.html”)
- Name the project to make it clear to you what it refers to



GSiteCrawler - New Site Wizard

Step 1 of 4: Website address
Please enter the address (URL) of the website you wish to generate a sitemap file for here. A project name will be suggested, although you are free to change it.

Main address of your website (directory):

Please specify the main directory for the Main URL. This is the directory where you will place your sitemap - all your pages should be in or below this directory. It should include the prefix 'http:/' (or 'https://') and end with a trailing slash. You should NOT include a filename.

Examples:
http://www.mysite.com/
http://www.mysite.com/products/
http://www.atelco.com/users/~joedoe/
https://intranet.bigcorp.com/finance/tax-evasion-tricks/

Name for this project:

This can be any unique name you want to give this project for your use. Usually this will be a part of your domain name.

< Previous Next > Abort



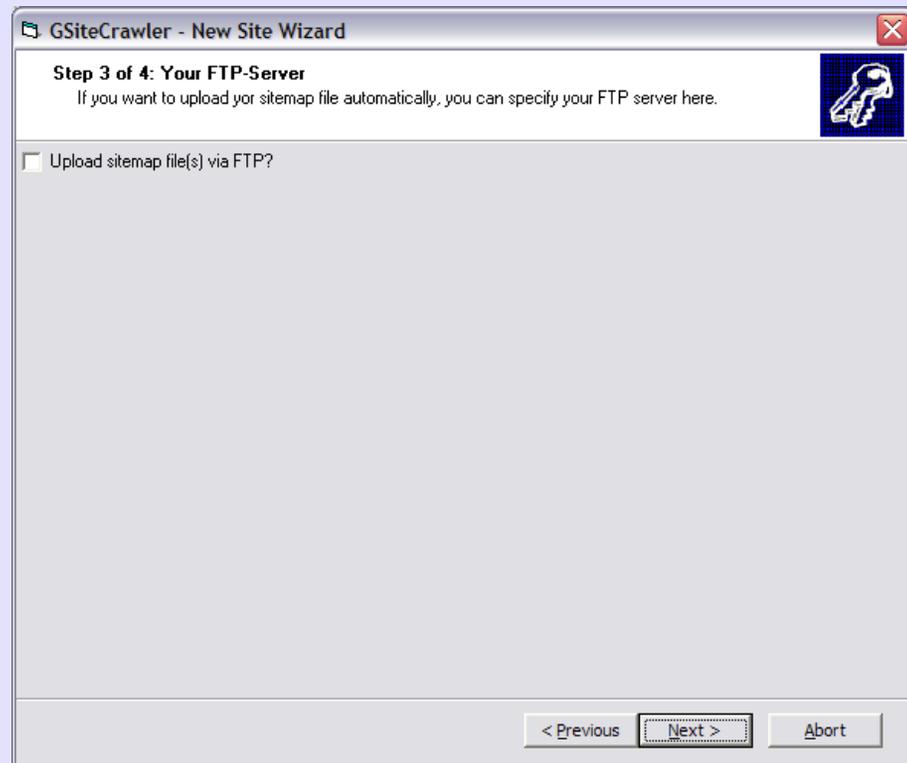
Setting up a new site

- **Default options should be fine for most purposes**



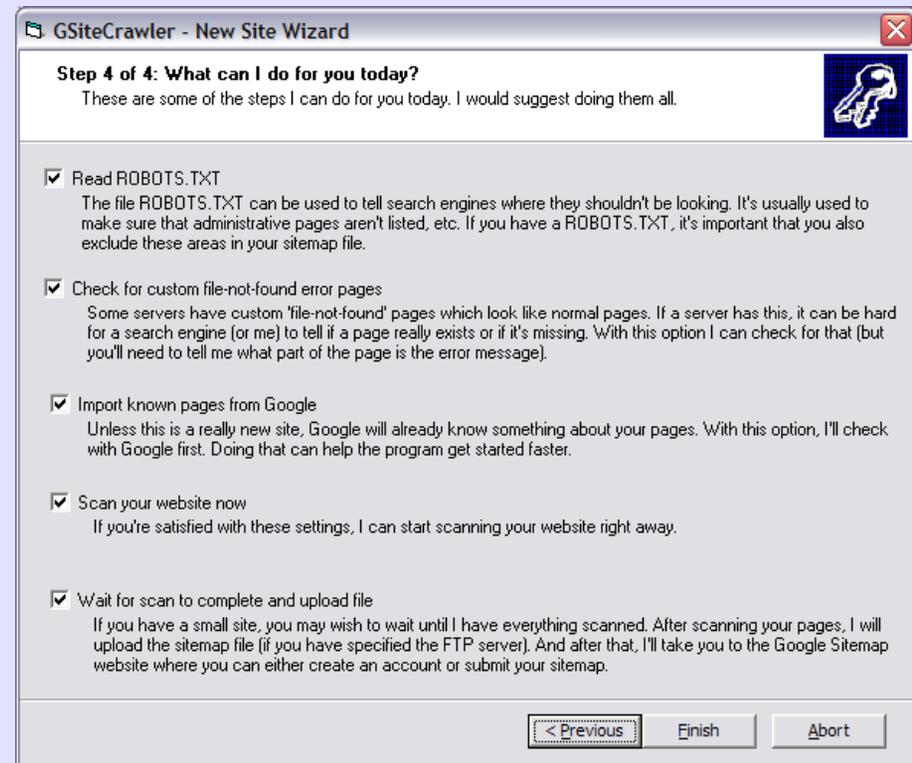
Setting up a new site

- If you are operating on a Frontpage site, do not use this option



Setting up a new site

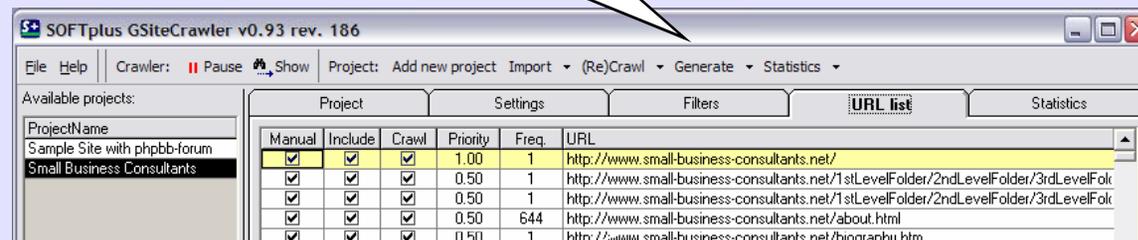
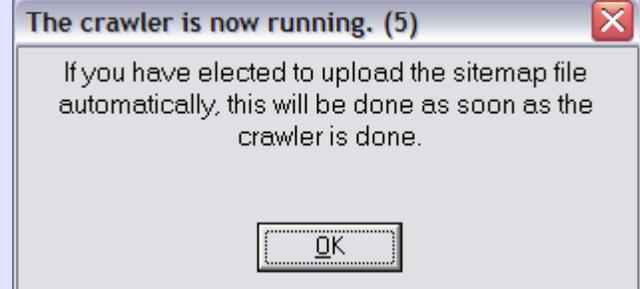
- Checklist presented upon completion of Wizard



Setting up a new site

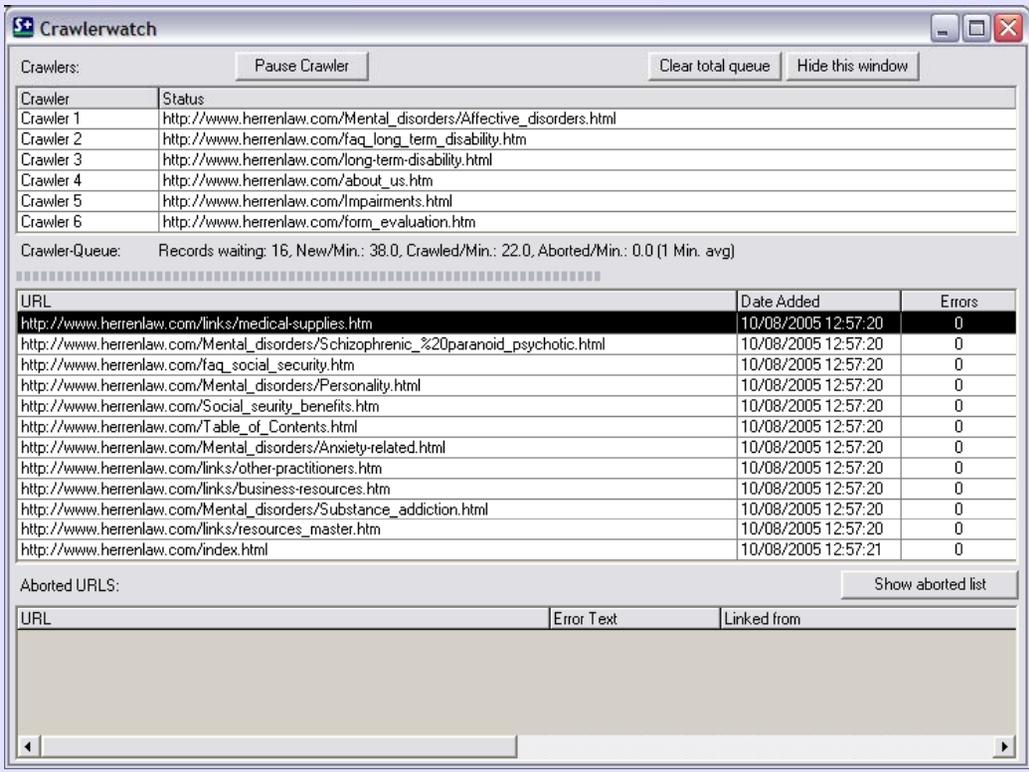
- After completing the Wizard, you start the operation by selecting **“Generate”** from the menu, and choosing **“Google Sitemap-file”** from the drop-down

“Generate”, then
“Google Sitemap-file”



Setting up a new site

- Results of the site crawl



Crawlerwatch

Pause Crawler Clear total queue Hide this window

Crawler	Status
Crawler 1	http://www.herrenlaw.com/Mental_disorders/Affective_disorders.html
Crawler 2	http://www.herrenlaw.com/faq_long_term_disability.htm
Crawler 3	http://www.herrenlaw.com/long-term-disability.html
Crawler 4	http://www.herrenlaw.com/about_us.htm
Crawler 5	http://www.herrenlaw.com/Impairments.html
Crawler 6	http://www.herrenlaw.com/form_evaluation.htm

Crawler-Queue: Records waiting: 16, New/Min.: 38.0, Crawled/Min.: 22.0, Aborted/Min.: 0.0 (1 Min. avg)

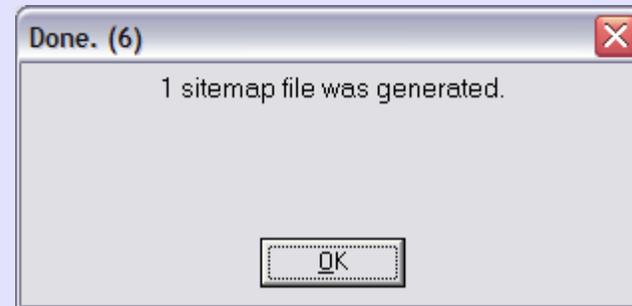
URL	Date Added	Errors
http://www.herrenlaw.com/links/medical-supplies.htm	10/08/2005 12:57:20	0
http://www.herrenlaw.com/Mental_disorders/Schizophrenic_%20paranoid_psychotic.html	10/08/2005 12:57:20	0
http://www.herrenlaw.com/faq_social_security.htm	10/08/2005 12:57:20	0
http://www.herrenlaw.com/Mental_disorders/Personality.html	10/08/2005 12:57:20	0
http://www.herrenlaw.com/Social_security_benefits.htm	10/08/2005 12:57:20	0
http://www.herrenlaw.com/Table_of_Contents.html	10/08/2005 12:57:20	0
http://www.herrenlaw.com/Mental_disorders/Anxiety-related.html	10/08/2005 12:57:20	0
http://www.herrenlaw.com/links/other-practitioners.htm	10/08/2005 12:57:20	0
http://www.herrenlaw.com/links/business-resources.htm	10/08/2005 12:57:20	0
http://www.herrenlaw.com/Mental_disorders/Substance_addiction.html	10/08/2005 12:57:20	0
http://www.herrenlaw.com/links/resources_master.htm	10/08/2005 12:57:20	0
http://www.herrenlaw.com/index.html	10/08/2005 12:57:21	0

Aborted URLs: Show aborted list

URL	Error Text	Linked from

Setting up a new site

- You are now “done”





Setting up a new site

- Your new sitemap has been created

SOFTplus GSiteCrawler v0.93 rev. 186

File Help | Crawler: Pause Show | Project: Add new project Import (Re)Crawl Generate Statistics

Available projects:

ProjectName
Herrenlaw.com
Sample Site with phpbb-forum
Small Business Consultants

Project	Settings	Filters	URL list	Statistics	
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1.00	1	http://www.herrenlaw.com/
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	0.50	129	http://www.herrenlaw.com/about_us.htm
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	0.50	129	http://www.herrenlaw.com/contact.htm
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	0.50	129	http://www.herrenlaw.com/disability-benefits-news.html
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	0.50	40	http://www.herrenlaw.com/eye-disorders/Cataracts.html
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	0.50	40	http://www.herrenlaw.com/eye-disorders/Diabetic-retinopathy.html
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	0.50	40	http://www.herrenlaw.com/eye-disorders/Glaucoma.html
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	0.50	40	http://www.herrenlaw.com/eye-disorders/Macular-degeneration.html
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	0.50	129	http://www.herrenlaw.com/faq.htm

URL: <http://www.herrenlaw.com/> Refresh Table

Page Title: Social security disability benefits,Long term disability benefits application,questions.

Description: Filing your application for Social Security or Long Term Disability Benefits can require careful preparation to ensure that y

Keywords: social security disability benefits long term lawyer attorney houston texas tx ltd impairment

File-Date UTC: 4/3/2005 11:05:49 PM Robots:

Linked from:

Search Search for ... First Next Prev Select Query this URL

For selected URLs: Manual Include Crawl Priority Frequency Recrawl this URL

Add Delete Delete all non-manual links

Crawlers idle Records waiting: 0, New/Min.: 4.0, Crawled/Min.: 28.0, Aborted/Min.: 0.0, Remaining: 00:00:00 (1 Min. avg) 12:58 PM

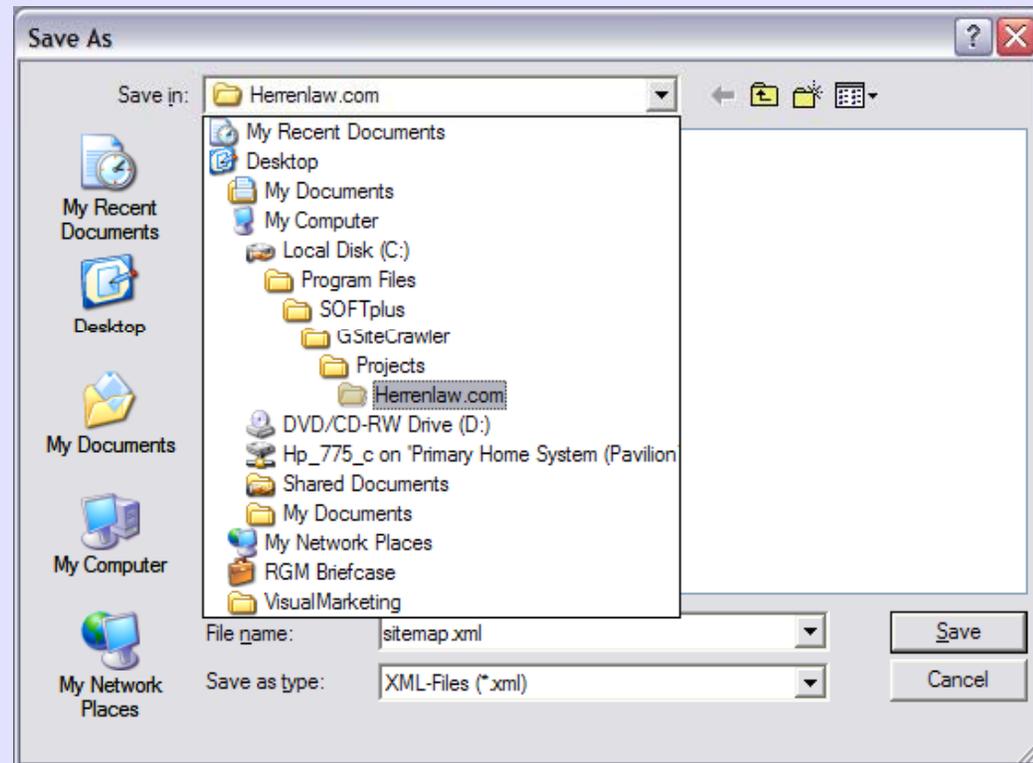


Computer Productivity Consulting
Richard G. Myers

Webmaster Toolkit

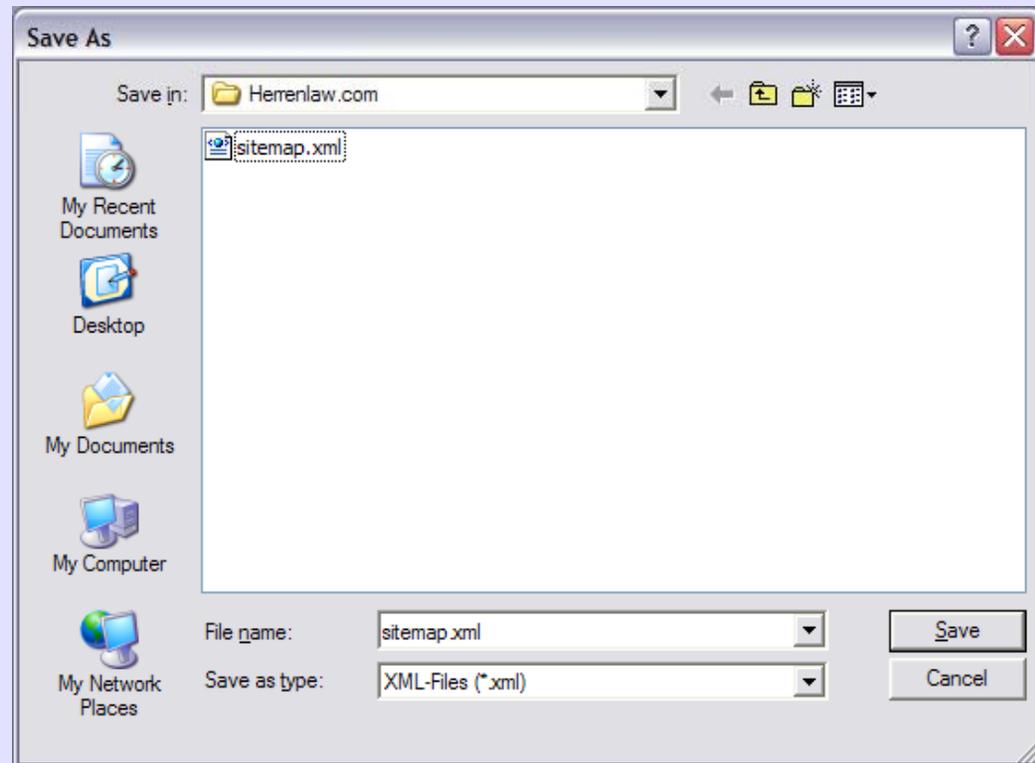
Setting up a new site

- This is where the program stores the file by default



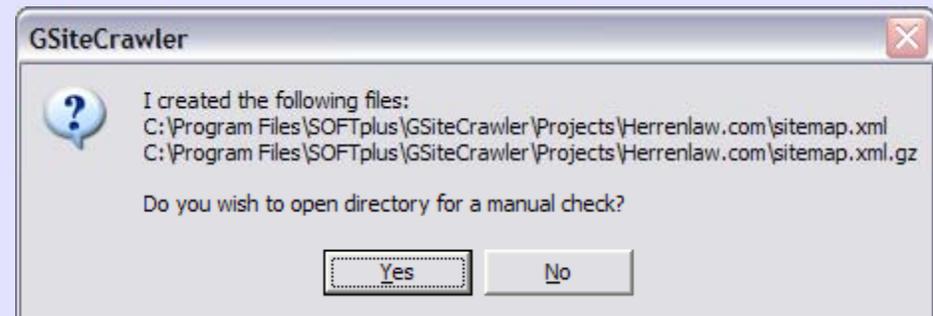
Setting up a new site

- Note the filename in the directory used by Sitecrawler



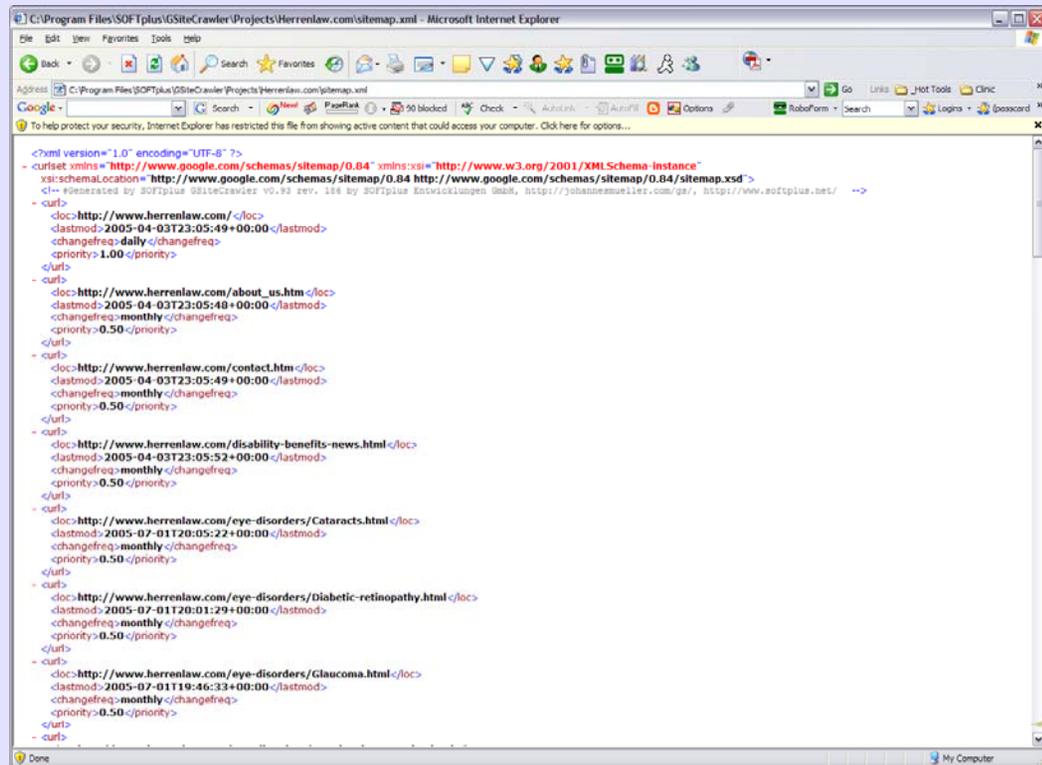
Setting up a new site

- This will take you to the directory where the file is stored, so you can open it for review



Sitemap.xml file

- This is the xml file that will be posted to your site for access by Google.

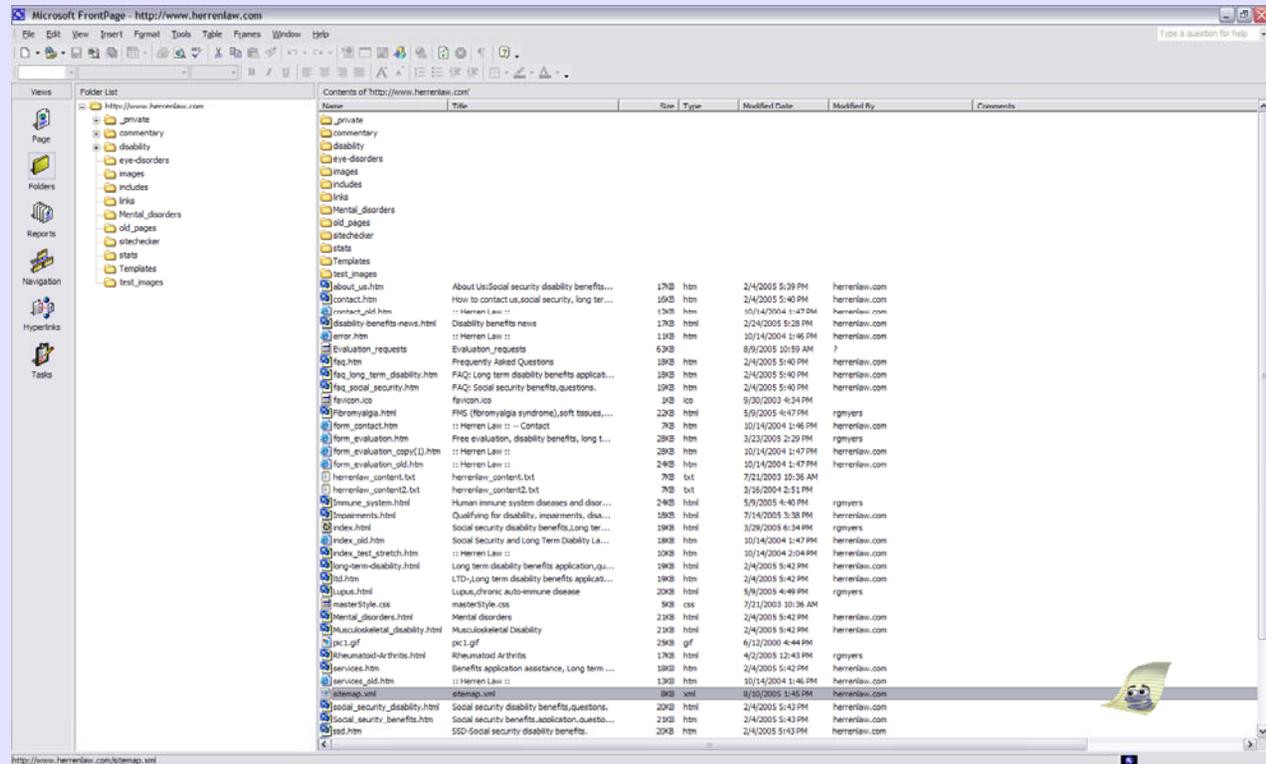


```
<?xml version="1.0" encoding="UTF-8" ?>
- <urlset xmlns="http://www.google.com/schemas/sitemap/0.84" xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
  xsi:schemaLocation="http://www.google.com/schemas/sitemap/0.84 http://www.google.com/schemas/sitemap/0.84/sitemap.xsd">
  <!-- Generated by SOFTplus SiteCrawler v0.93 rev. 104 by SOFTplus Entwicklungsm GmbH, http://johannesmoeller.com/ge/, http://www.softplus.net/ -->
  - <url>
    <loc>http://www.herrenlaw.com/</loc>
    <lastmod>2005-04-03T23:05:49+00:00</lastmod>
    <changefreq>daily</changefreq>
    <priority>1.00</priority>
  - </url>
  - <url>
    <loc>http://www.herrenlaw.com/about_us.htm</loc>
    <lastmod>2005-04-03T23:05:48+00:00</lastmod>
    <changefreq>monthly</changefreq>
    <priority>0.50</priority>
  - </url>
  - <url>
    <loc>http://www.herrenlaw.com/contact.htm</loc>
    <lastmod>2005-04-03T23:05:49+00:00</lastmod>
    <changefreq>monthly</changefreq>
    <priority>0.50</priority>
  - </url>
  - <url>
    <loc>http://www.herrenlaw.com/disability-benefits-news.html</loc>
    <lastmod>2005-04-03T23:05:52+00:00</lastmod>
    <changefreq>monthly</changefreq>
    <priority>0.50</priority>
  - </url>
  - <url>
    <loc>http://www.herrenlaw.com/eye-disorders/Cataracts.html</loc>
    <lastmod>2005-07-01T20:05:22+00:00</lastmod>
    <changefreq>monthly</changefreq>
    <priority>0.50</priority>
  - </url>
  - <url>
    <loc>http://www.herrenlaw.com/eye-disorders/Diabetic-retinopathy.html</loc>
    <lastmod>2005-07-01T20:01:29+00:00</lastmod>
    <changefreq>monthly</changefreq>
    <priority>0.50</priority>
  - </url>
  - <url>
    <loc>http://www.herrenlaw.com/eye-disorders/Glaucoma.html</loc>
    <lastmod>2005-07-01T19:46:33+00:00</lastmod>
    <changefreq>monthly</changefreq>
    <priority>0.50</priority>
  - </url>
  - </url>
```



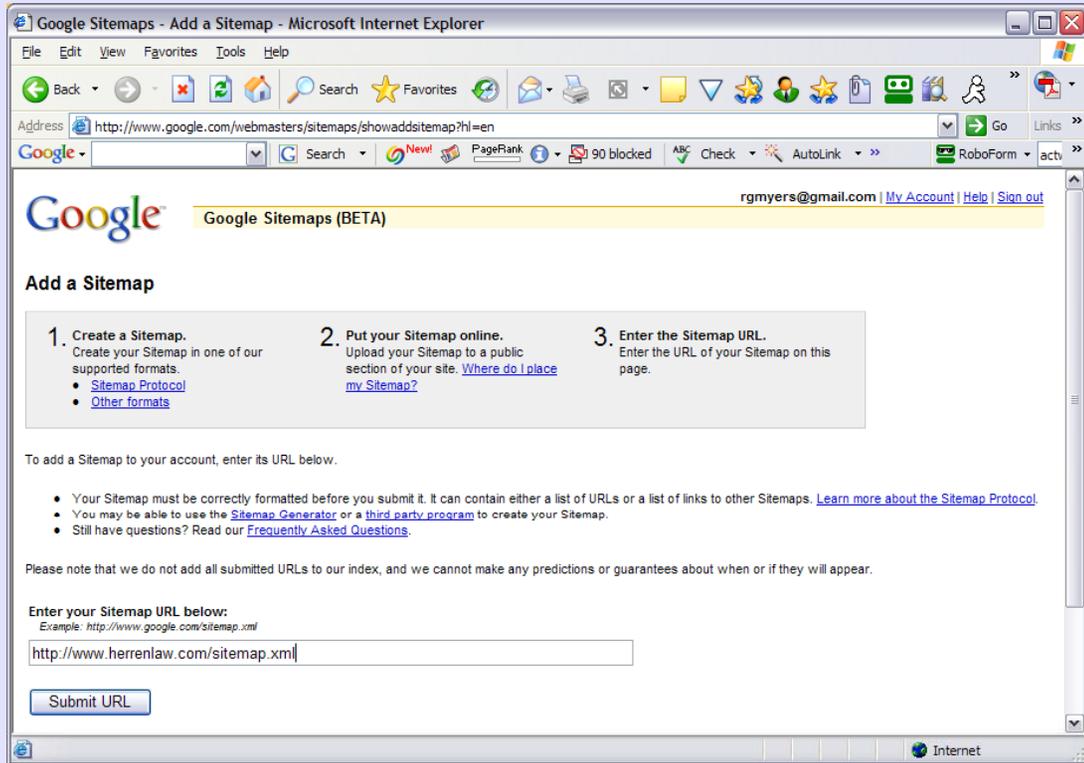
Where to put the xml file

- Sitemap file placed in the root directory of the site



Submit your file

- Create a new setup for posting the newly created file to Google for its use



Google Sitemaps - Add a Sitemap - Microsoft Internet Explorer

Address: <http://www.google.com/webmasters/sitemaps/showaddsitemap?hl=en>

Google Sitemaps (BETA) rgmyers@gmail.com | My Account | Help | Sign out

Add a Sitemap

1. Create a Sitemap. Create your Sitemap in one of our supported formats.
 - [Sitemap Protocol](#)
 - [Other formats](#)
2. Put your Sitemap online. Upload your Sitemap to a public section of your site. [Where do I place my Sitemap?](#)
3. Enter the Sitemap URL. Enter the URL of your Sitemap on this page.

To add a Sitemap to your account, enter its URL below.

- Your Sitemap must be correctly formatted before you submit it. It can contain either a list of URLs or a list of links to other Sitemaps. [Learn more about the Sitemap Protocol](#)
- You may be able to use the [Sitemap Generator](#) or a [third party program](#) to create your Sitemap.
- Still have questions? Read our [Frequently Asked Questions](#).

Please note that we do not add all submitted URLs to our index, and we cannot make any predictions or guarantees about when or if they will appear.

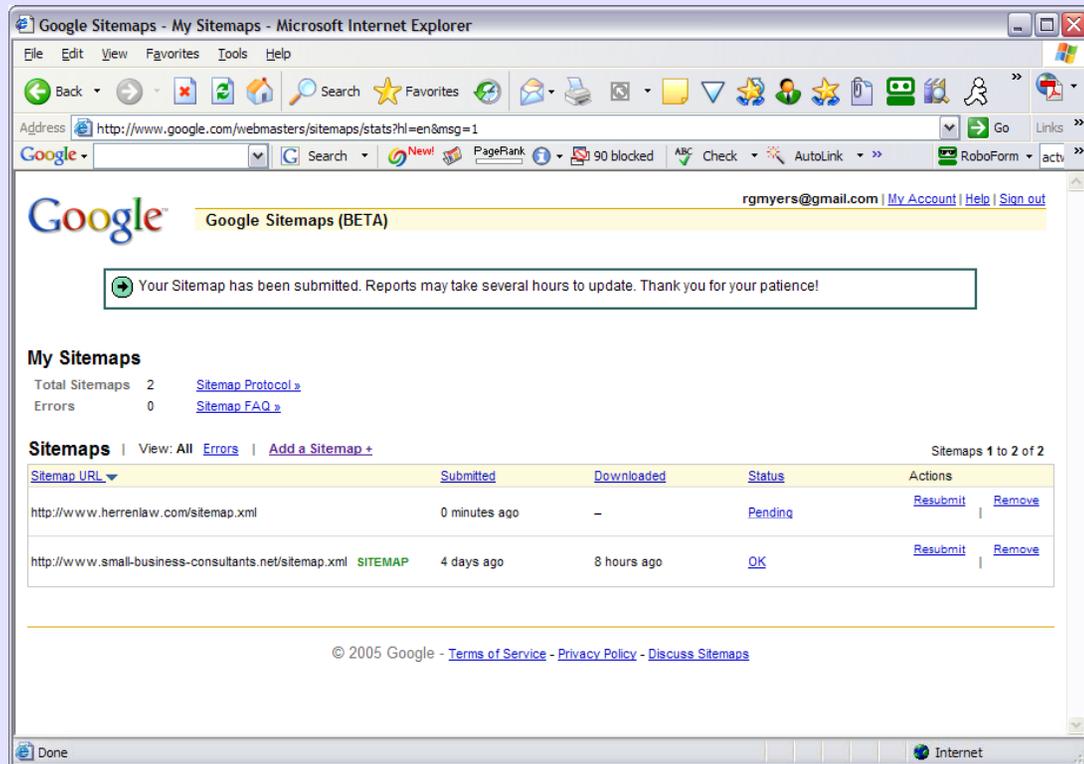
Enter your Sitemap URL below:
Example: <http://www.google.com/sitemap.xml>

Submit URL



Confirmation screen

- After you have “submitted” the file, you get this confirmation.
- Check back later to confirm that file was approved





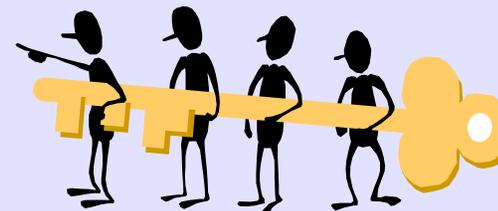
Find Keywords

- **Wordtracker is the best general tool**
 - Free use for limited application
 - Modest charges for complete package
 - Could subscribe for one day and do complete site research for under \$10.00
 - <http://www.wordtracker.com/>
- **Google offers keyword tools**
 - <https://adwords.google.com/select/main?cmd=KeywordSandbox>
 - Excellent tool for exploring alternatives
 - Does not provide count of usage
 - <http://www.google.com/webhp?complete=1&hl=en>
 - Different operation
 - Does provide some count of usage
 - Numbers not clearly identified as to significance



Finding Keywords

- **Other sources**
 - Digital Point offers comparison tool (Wordtracker vs. Overture)
 - <http://www.digitalpoint.com/tools/suggestion/>
 - Useful perspective on frequency of use on different sources
- **Nichebot: <http://www.nichebot.com/>**

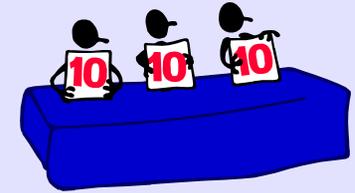




Keyword Analysis

- **Get the Google toolbar first**
 - Quick and easy way to see what keywords are on any page
 - <http://toolbar.google.com/?promo=mor-tb-en>
- **Keyword Density Analyzers**
 - SearchEngineWorld offers simple, easy tool
 - <http://www.searchengineworld.com/cgi-bin/kwda.cgi>
 - GoRank provides more complex analysis
 - <http://www.searchengineworld.com/cgi-bin/kwda.cgi>
 - Ranks.NL is another complex tool
 - <http://www.ranks.nl/tools/spider.html>





Web Site Statistics

- **Generally provided through your hosting arrangement**
- **Sometimes choices are offered**
- **Most available will provide adequate statistics**
 - Webstats <http://webstats.netlogics.nl/>
 - WebTrends <http://www.webtrends.com/>
 - Urchin <http://www.urchin.com/>
 - Wusage <http://www.boutell.com/wusage/>
- **Many now offering code based reporting**



Web Site Statistics



- **Caution: Not all are acceptable**
 - Livestats does not provide information on keyword phrases!
 - <http://www.deepmetrix.com/>
- **Code based alternatives have many advantages**
 - Information is current
 - Reporting is usually quite flexible
 - Same reporting can be used on multiple sites
 - <http://www2.hitslink.com/webposition/account.aspx>
- **Other providers will also support code approach**





Free Web Site Statistics

- **StatCounter**
 - http://www.statcounter.com/free_web_stats.html
- **ExTremeTracking**
 - <http://extreme-dm.com/tracking/>
 - For example, see
 - <http://extremetracking.com/open;sum?login=rgmyers>





Newsletter Software

- **Software allows free trial period, pricing per month on volume**
 - <http://www.constantcontact.com/index.jsp?cc=promos02>
 - Manages your email list
 - Easy creation of customized messages
 - Tracking of responses
- **Alternative option from Microsoft**
 - <http://www.microsoft.com/smallbusiness/products/online/lb/detail.aspx>
 - Similar feature set





Press Releases

- **Good way to get current information distributed widely**
- **Many sites offer startup arrangements**
- **Most will want fees for “enhancements” to your listing.**
- **Good “free” starting point**
 - <http://www.prfree.com/>
- **Good description of how to create a release**
 - <http://www.pressflash.com/anatomy.html>





Link Management Software

- **Free link checkers**
 - <http://www.digitalpoint.com/tools/keywords/>
 - <http://www.hoojo.com/linkchecker.aspx>
- **Software to manage links**
 - Free trial version offered
 - Find links, create link pages, manage link relationships
 - <http://www.axandra.com/go.to/rgmyers>
- **Link status information**
 - Good tool for seeing how many links your site has
 - <http://www.marketleap.com/publinkpop/>





SEO References

- **Newsletters to read**

- SearchEngineWatch.com

- Possibly the best, most comprehensive site for all kinds of information
- <http://searchenginewatch.com/>

- HighRankings.com

- Very readable & knowledgeable content
- <http://highrankings.com/>

- WebMasterWorld.com

- Comprehensive & informative
- Requires subscription
- <http://www.webmasterworld.com/index.htm>





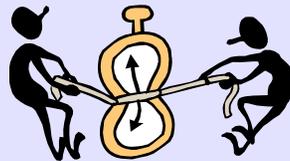
Special Purpose Software

- **Usenet access**
 - Can be obtained through Outlook Express
 - Some access available through Google search (“Groups”)
 - Recommended tool for access is Agent from Forte
 - Provides reader & posting capability
 - Easy management of groups of interest
 - <http://www.forteinc.com/main/homepage.php>
- **Newsreader software provides wide access to Internet information**
 - Good source of information on all aspects of newsreaders
 - <http://www.newsreaders.com/>



Portals You Can Configure

- **Yahoo offers long-standing vehicle**
 - Go to <http://www.yahoo.com/> & sign up for My Yahoo
- **Google now offers a “home page”**
 - See example at <http://www.google.com/ig>





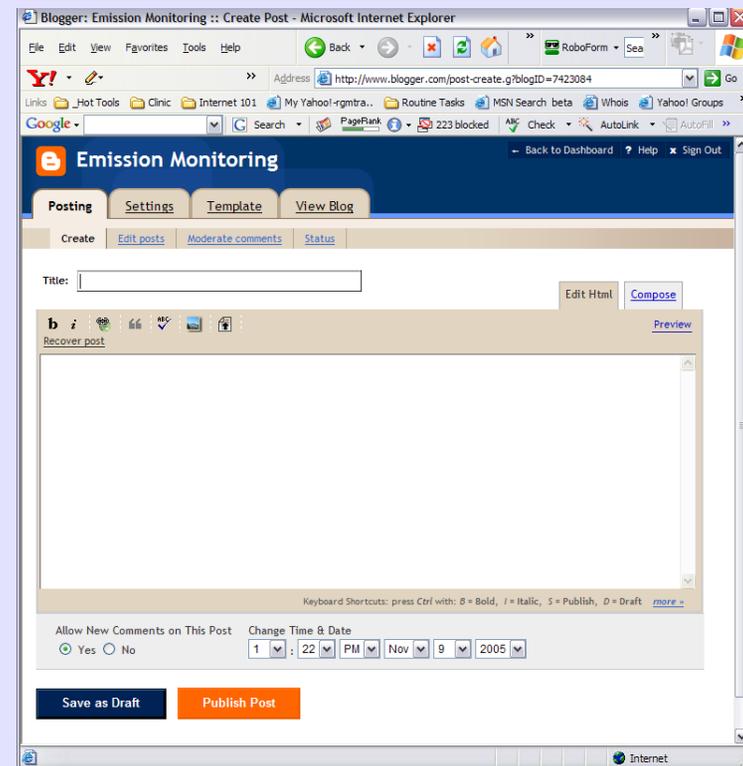
Bloggging Information

- **General reference source**
 - List of blog tools:
<http://www.asymptomatic.net/blogbreakdown.htm>
- **Google hosts a blogging tool**
 - Likelihood of getting the blog crawled is very high
 - Ranking is still dependent on techniques taught here in class
 - <http://www.blogger.com/start>
 - Learn to use: <http://help.blogger.com/>



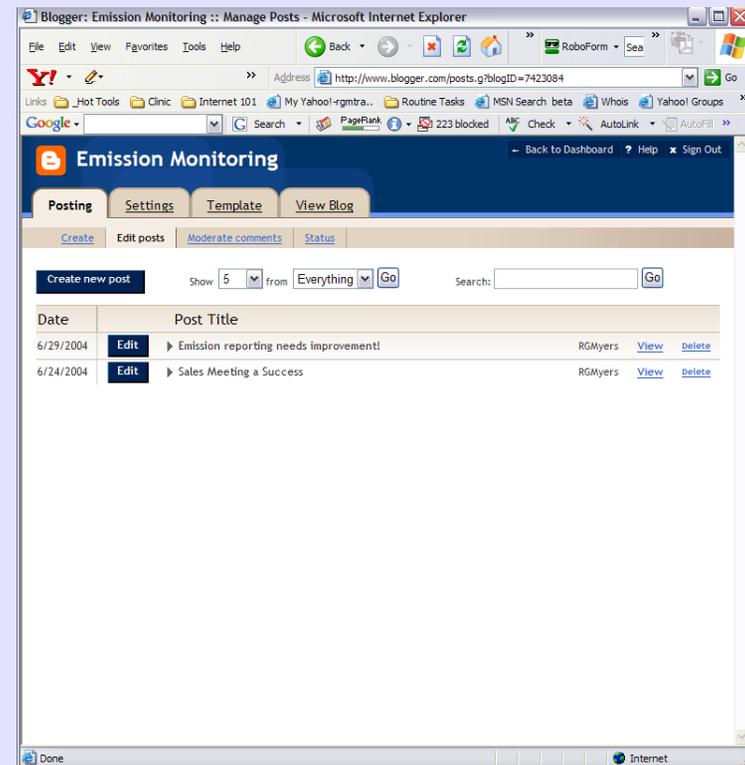
Blogger screens

- Create a posting to an existing blog



Blogger screens

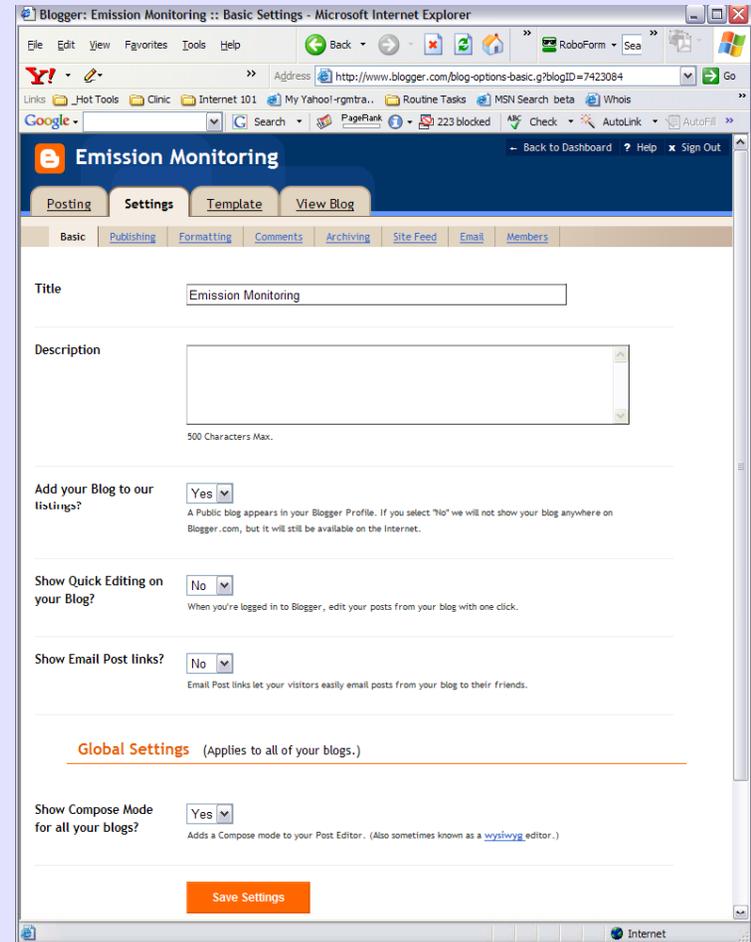
- Select an entry to edit or delete





Blogger screens

- “Basic” setup screen



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Blogger screens

- Configuring for server

The screenshot shows the Blogger 'Emission Monitoring' settings page. The page has a dark blue header with the Blogger logo and the text 'Emission Monitoring'. Below the header are tabs for 'Posting', 'Settings', 'Template', and 'View Blog'. The 'Settings' tab is active, and there are sub-tabs for 'basic', 'Publishing', 'formatting', 'Comments', 'Archiving', 'Site feed', 'Emails', and 'Members'. The 'Publishing' sub-tab is selected. The main content area is titled 'You're publishing via FTP' and includes a switch to toggle between 'SFTP' and 'blogspot.com'. Below this are several input fields: 'FTP Server' (with the value 'ftp.cemi.us'), 'Blog URL' (with the value 'http://www.cemi.us/blogs/'), 'FTP Path' (with the value 'web/blogs/'), 'Blog Filename' (with the value 'index.htm'), 'FTP Username' (with the value 'rgmyers@cemi.us'), and 'FTP Password' (with masked characters). There is also a 'Notify Weblogs.com' section with a 'Yes' dropdown menu. At the bottom of the form is an orange 'Save Settings' button.

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Blogger screens

- Formatting the blog

A screenshot of the Blogger 'Emission Monitoring' settings page, specifically the 'Formatting' tab. The page has a dark blue header with the 'Emission Monitoring' logo and navigation tabs for 'Posting', 'Settings', 'Template', and 'View Blog'. Below the header is a sub-navigation bar with tabs for 'Basic', 'Publishing', 'Formatting', 'Comments', 'Archiving', 'Site Feed', 'Email', and 'Members'. The 'Formatting' tab is active. The settings are organized into several sections, each with a label and a dropdown menu or a 'Yes/No' selection. The settings shown are: 'Show' (7 days on the main page), 'Date Header Format' (Wednesday, November 09, 2005), 'Archive Index Date Format' (November 2005), 'Timestamp Format' (1:31 PM), 'Time Zone' ([UTC -06:00] CST), 'Date Language' (English (United States)), 'Encoding' (Universal (Unicode UTF-8)), 'Convert line breaks' (Yes), 'Show Title field' (Yes), 'Show Link Field' (No), and 'Enable float alignment' (Yes). Each setting has a small red question mark icon to its right.



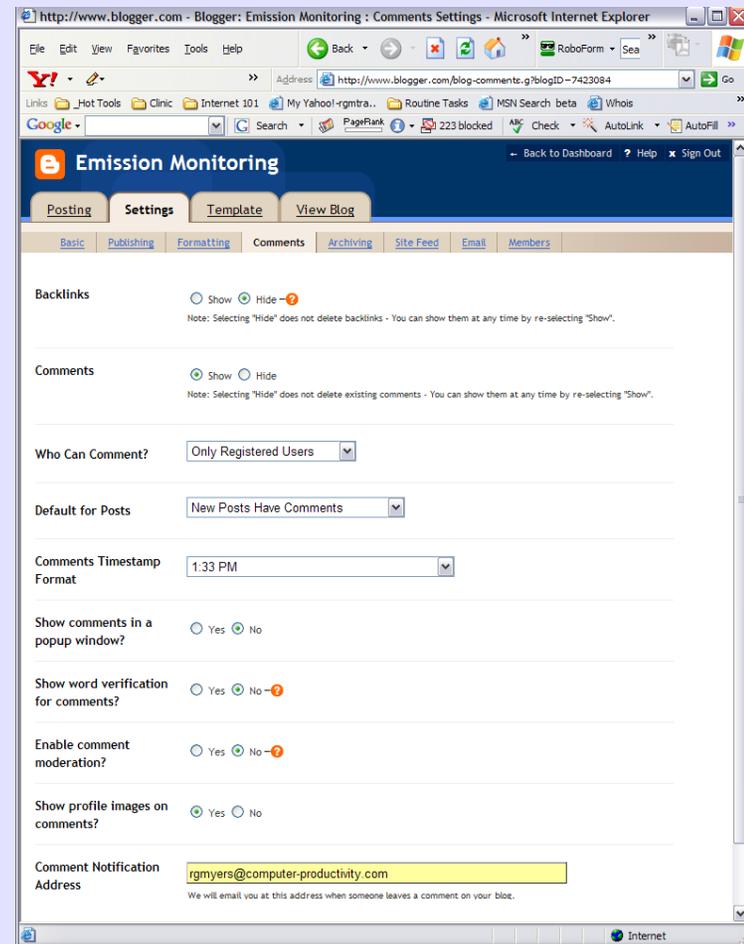
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Blogger screens

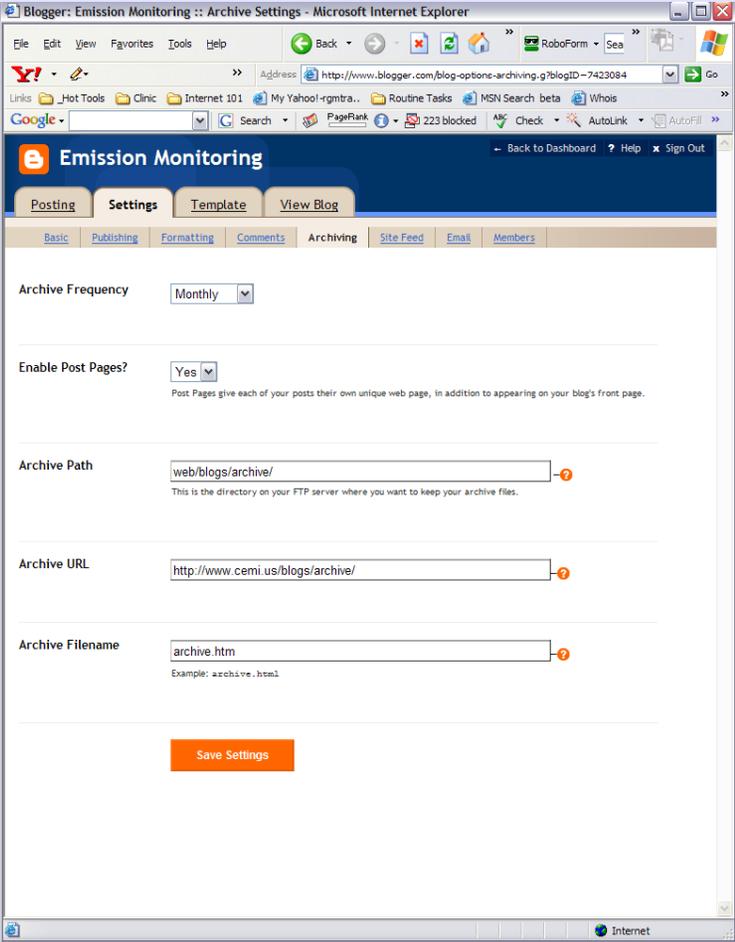
- Specifying Comment options





Blogger screens

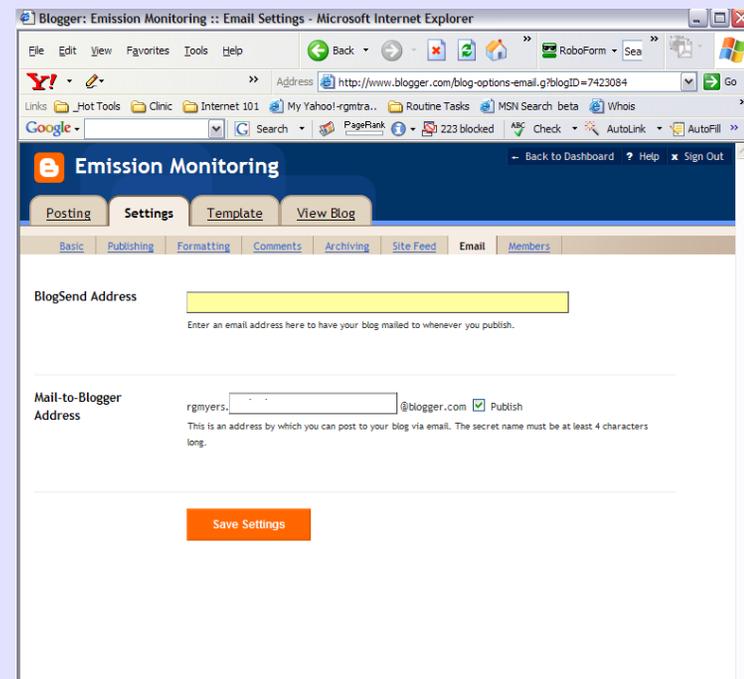
- **Setting up Archiving**





Blogger screens

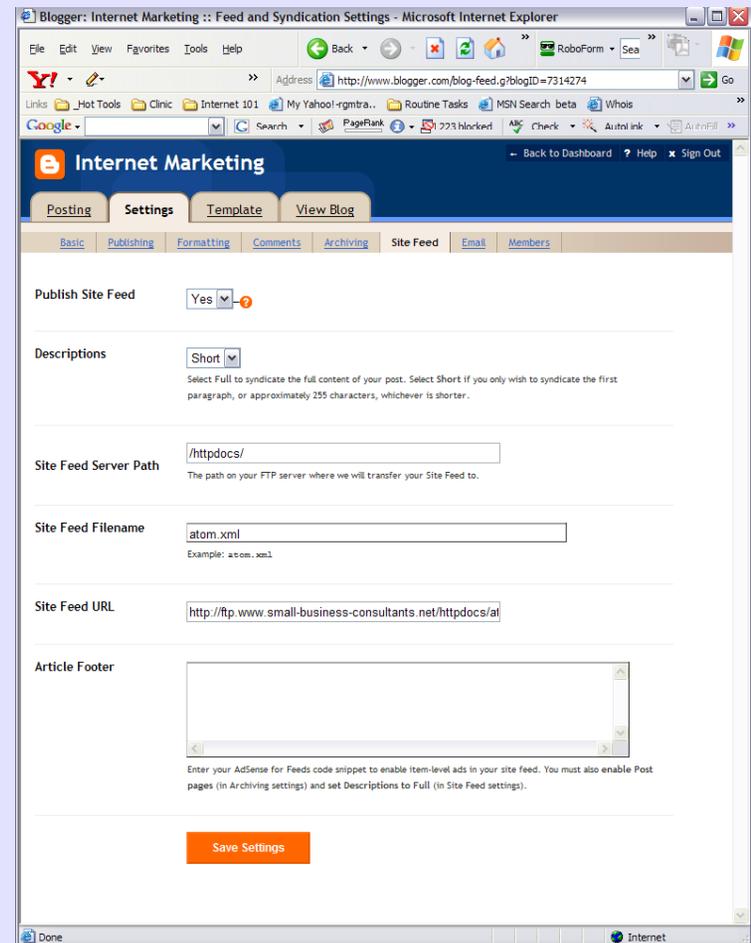
- Set up your blog so you can “email” postings from anywhere





Blogger screens

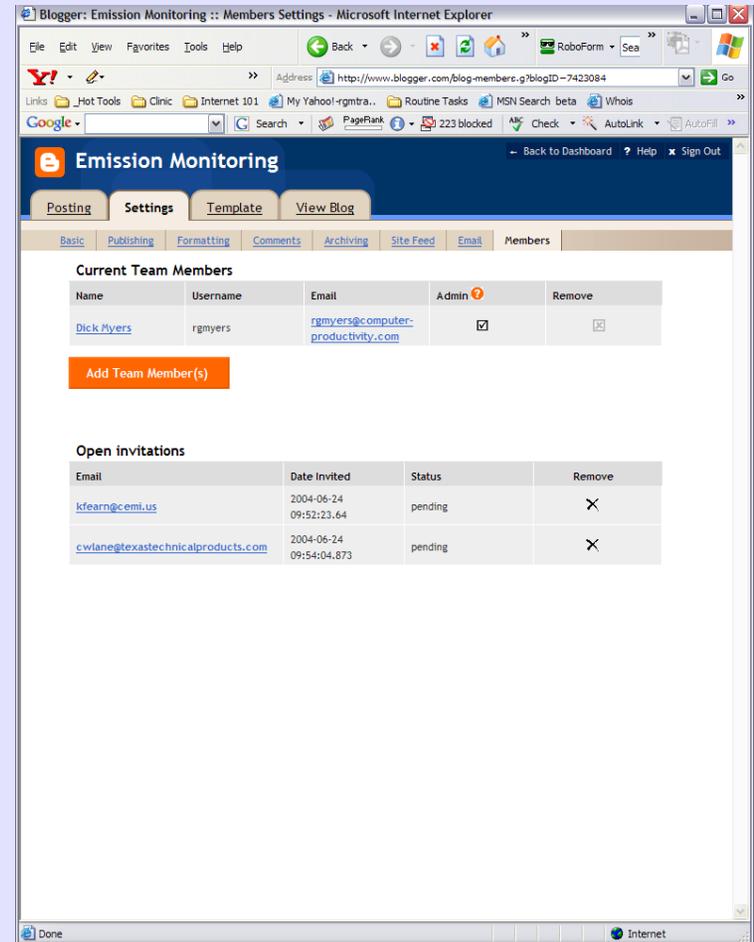
- **Sample setup for hosting your blog on your own web site**
 - (different example from other slides)





Blogger screens

- Allowing others to post to the blog



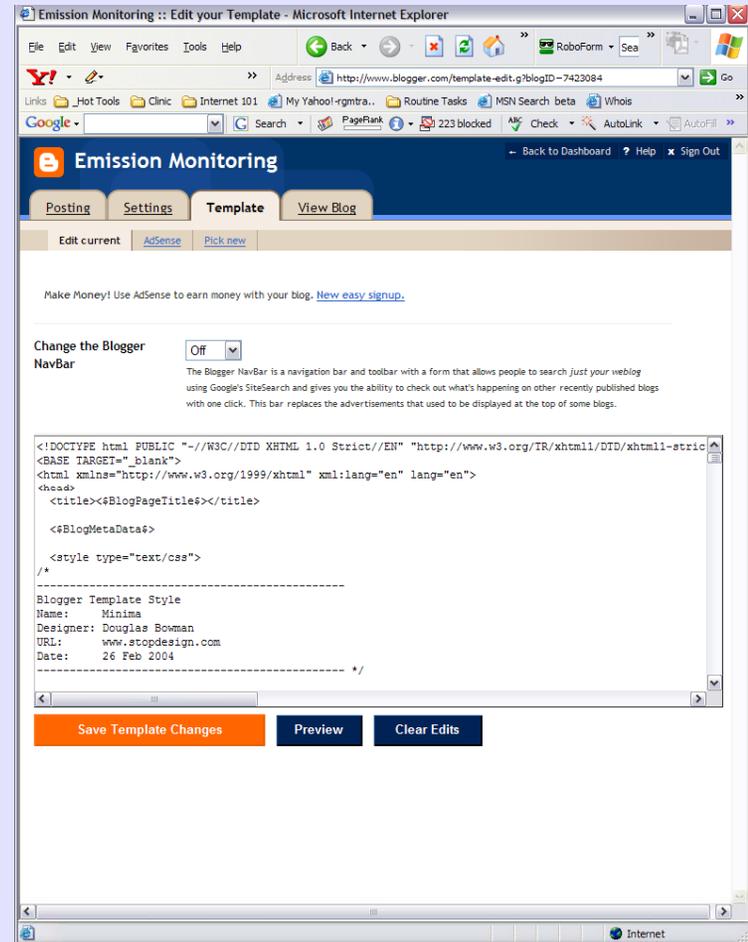
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Blogger screens

- Editable template for your blog



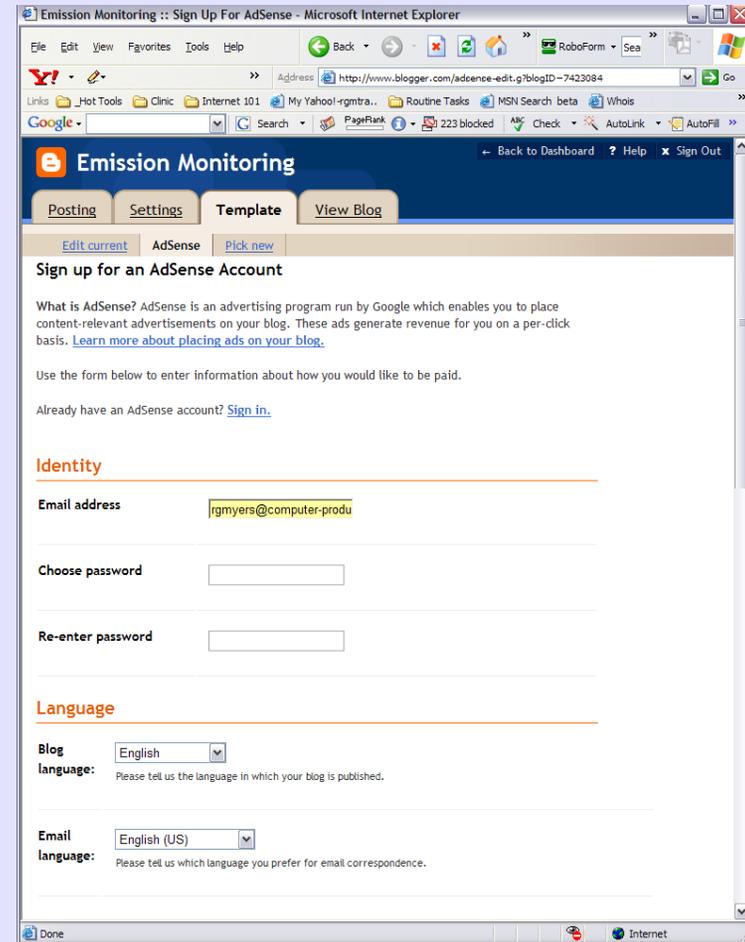
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Blogger screens

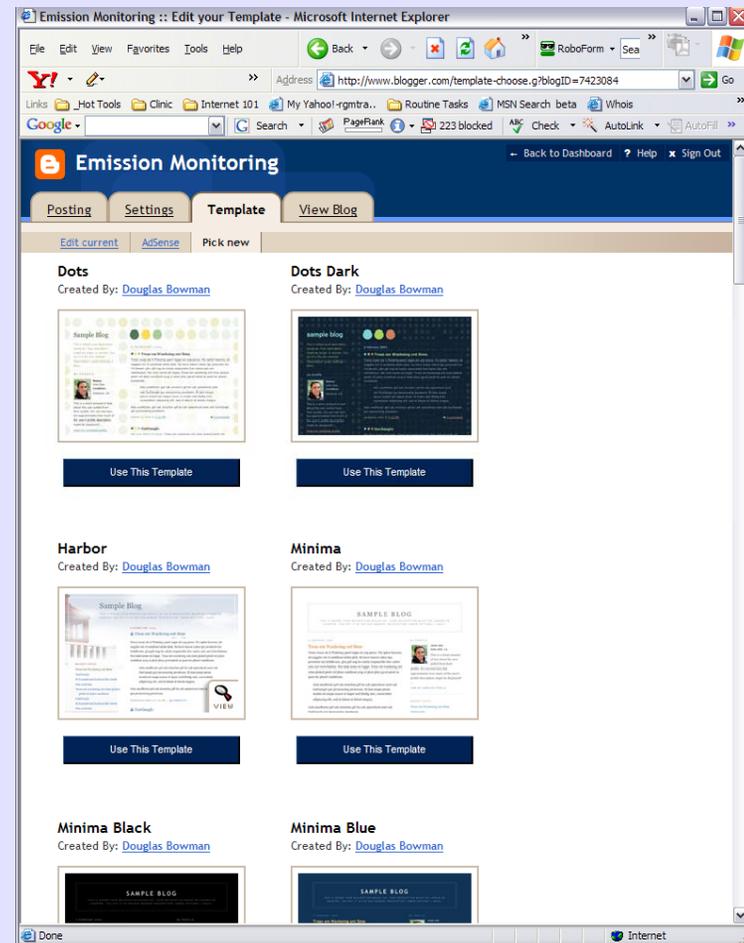
- Add Google AdSense to your blog to create prospect of revenue





Blogger screens

- Standard templates available to begin with



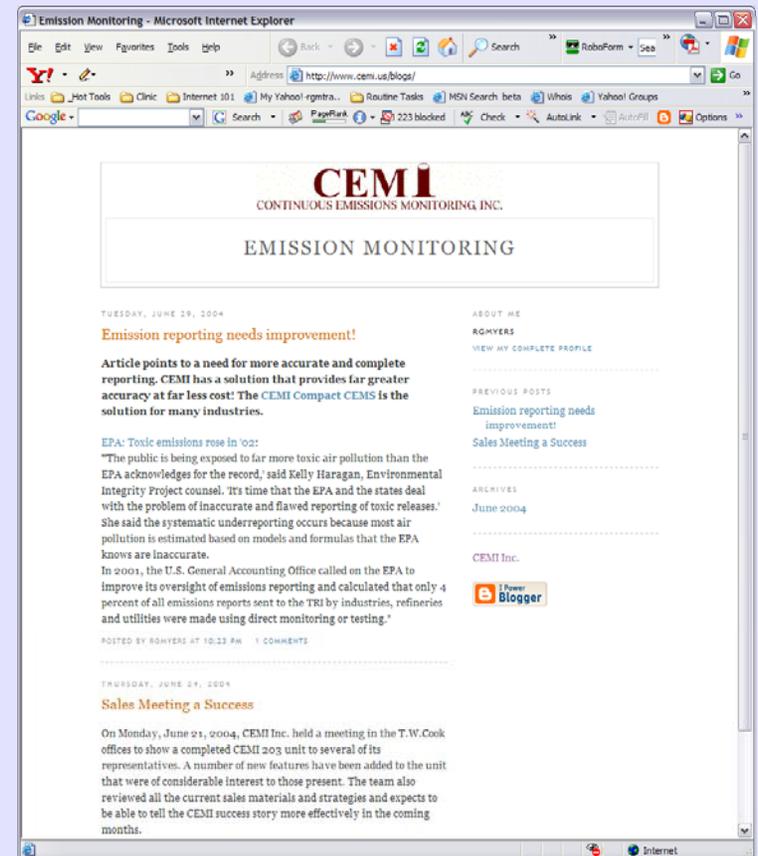
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Blogger screens

- Sample of the blog



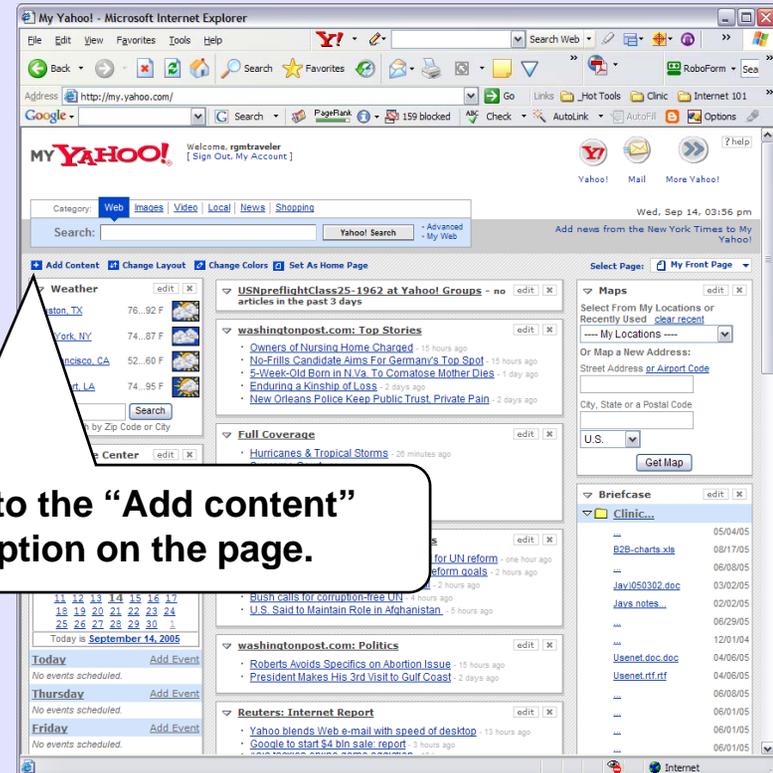
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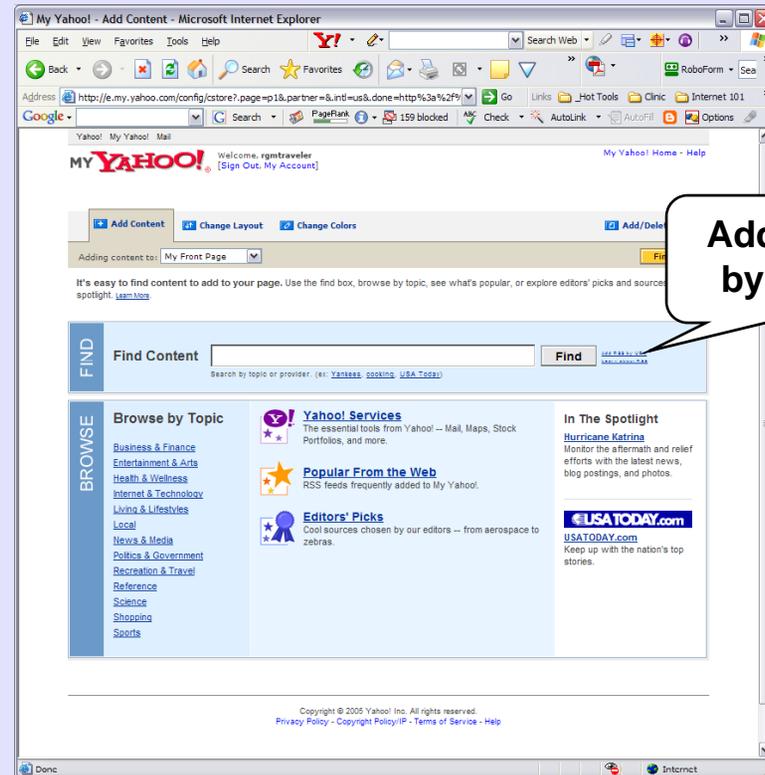
Adding to MyYahoo

- Go to a My Yahoo home page
- Free portal service from Yahoo
- Customize your own page with various services



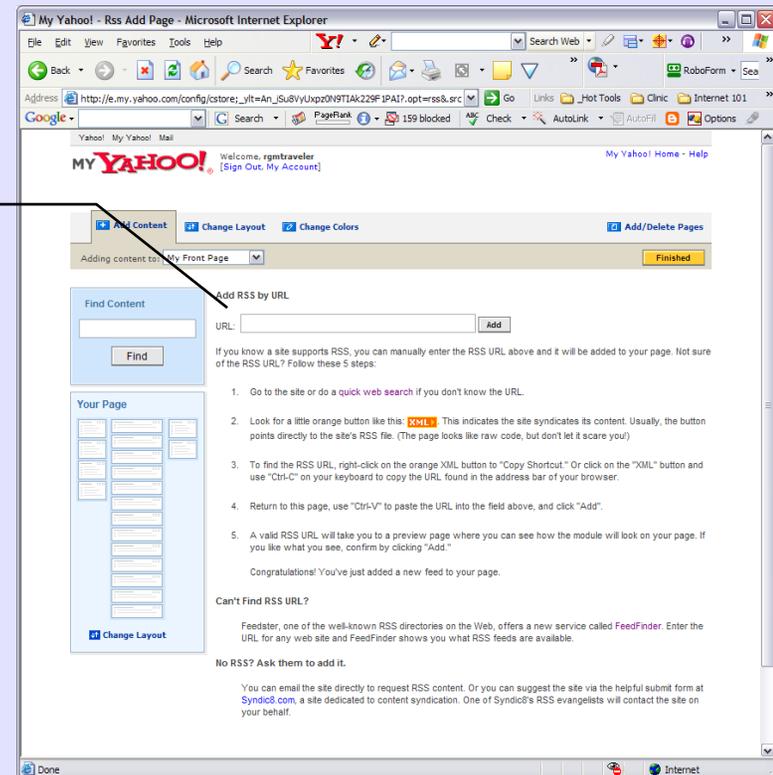
Adding to MyYahoo

- Add content
- Example used is an “xml” file
- Requires using the “Add RSS by URL” option



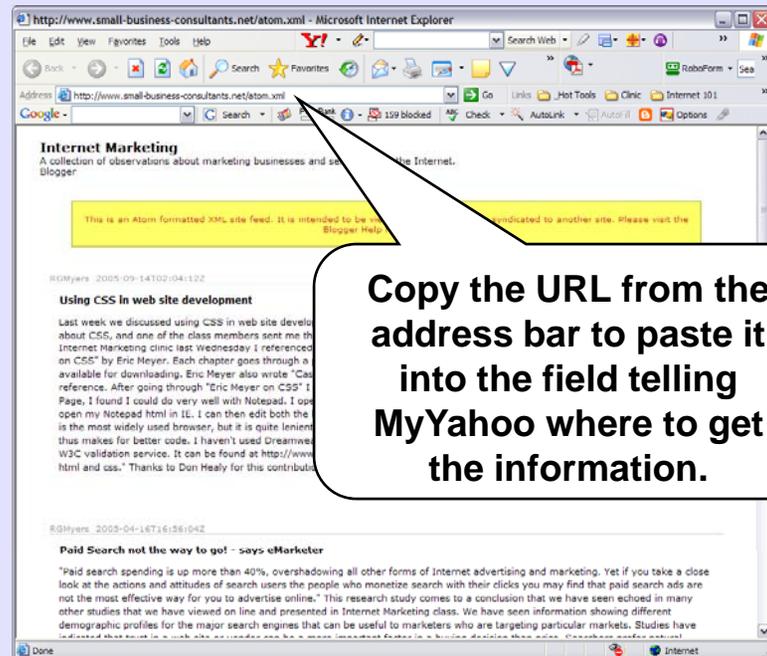
Adding to MyYahoo

- Enter the URL where the feed is located
- <http://www.small-business-consultants.net/atom.xml> Put this URL here.
- Get this url by clicking on the “xml” button on the page



Getting the URL

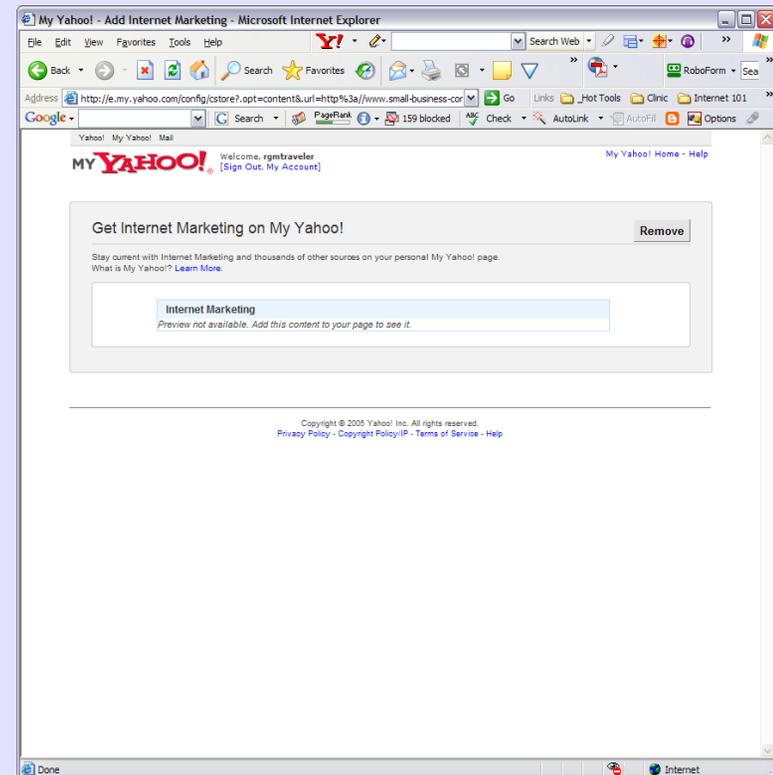
- Clicking on the “xml” button will take you to the “feed” content.
- Note the URL in the address bar





Adding to MyYahoo

- Page indicating that process has been completed
- Go back to your MyYahoo page to see the completed result
 - (It may take a few minutes, refresh the page.)





Adding to Google

- Home page is Google/ig
- Use “Add Content” selection at top left of page
- Enter the URL of the blog you want to subscribe to
- Feed will appear on your page!





Ranking evaluation tools

- **Web Position Gold offers convenient tool for analyzing rank & changes to ranking positions**
- **Other aspects of software are troubling & not recommended.**
 - <http://www.webpositiongoldpro.com/home.html>
- **Affiliated (recently) with WebTrends**



Ranking evaluation tools

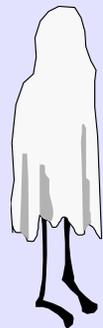
- **GoogleRankings provides a fine tool for evaluating your rank on Google**
 - <http://www.googlerankings.com/>
- **Compare keyword performance on different engines**
 - <http://ranking.thumbshots.com/>
 - <http://www.jux2.com/>
- **See how volatile ranking can be for top sites**
 - <http://www.rankpulse.com/>



What do the “spiders” see?



- **Search engine spider simulators can give you an idea.**
 - http://www.searchengineworld.com/cgi-bin/sim_spider.cgi
 - <http://www.1-hit.com/all-in-one/tool.search-engine-viewer.htm>
 - <http://seo.zunch.com/spidersim.html>
- **All differ slightly, but different spiders can also vary.**





End of Presentation

Questions?



**Don't forget to complete your class evaluation form
and turn it in at the back of the class!**

**We need to clear the room promptly at 9:00 p.m. so the
staff can go home. Thanks for your cooperation.**

